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Electrical Merchandising

The Business Magazine of the Electrical Trade

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The Need of Facts—

and How the Trade Is Helping Electrical
Merchandising Get Them

IN the official resolutions of the National Distribution Conference at Washington, December 16, occurs the following:

"Wasteful practices as they exist are not inherent in the present machinery of distribution, but arise through human failings such as the lack of definite organized information . . ."

It is a matter of much gratification to *Electrical Merchandising* that it has been able in the year just past, as in former years, to serve the electrical trade in this matter of gathering and publishing vital information. Among our major activities of the year were the compiling of figures on sales per wired home and the studies on the cost of selling appliances at retail, the latter being the first of such studies ever gathered nationally in the electrical industry.

In this issue figures are presented giving further light on the yearly purchase of electrical appliances in the average wired home and the percentage to the total of appliance sales handled by the three chief retail outlets.

During 1926, *Electrical Merchandising* will continue and extend these information gathering services. Statistics on production, an important study of the average kilowatt-hour consumption, and further studies in the cost of doing business will appear in early issues.

These studies can be carried on only because the electrical trade recognizes their importance. For while *Electrical Merchandising* possesses the machinery for gathering the data and is the medium for making them public, it depends on the manufacturers, jobbers, dealers, and central-station companies who co-operate by furnishing the figures.

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Electrical World Journal of Electricity Ingenieria Internacional
Industrial Engineer Engineering and Mining Journal-Press
Chemical & Metallurgical Engineering American Machinist
Radio Retailing Power Electric Railway Journal
Bus Transportation Engineering News-Record Coal Age
Copyright, 1926, by McGraw-Hill Company, Inc.
Cable Address: "Machinist, N. Y."
Annual subscription rate is \$2 in United States and Canada.

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Through This, "Electrical Merchandising" The Industry's Leaders Point Me

AS MY year as president of the National Electric Light Association progresses I become more and more impressed with the need for improvement in new business and merchandising organization and planning among the electric light and power companies of the country. We have today almost no baffling engineering or accounting problems. Neither have we any serious problem in public relations. But we have a great deal to learn and do in the selling of our service and merchandise that will bring great benefit both to the American public and to our share holders.

As electrical men we need more highly trained personnel, a better organized program and a more comprehensive plan that will establish a broader and more active electrical market in every community and speed the day when electrical appliances will be standard equipment in every home.

James E. Davidson
President
National Electric Light Association

THE character of co-operation in the electrical industry is changing. The first ideal was to accomplish harmony of thought and co-operation in purpose, and great progress has been made in building up this spirit among electrical men. Now we are gradually merging into this more advanced phase of harmony in action. We are beginning to actually do things co-operatively.

The first examples are the numerous groups of manufacturers of kindred products that have begun co-operative work in market development and the activities of the more advanced leagues that are engaging in promotion work. The idea of co-operation to sell has taken firm hold and is spreading fast. The great objective will be the household market and the next few years will bring a rapid evolution.

W.W. Freeman
President
Society for Electrical Development

THE great electrical market of the future lies in the home. Today we are installing a minimum of wiring and fixtures and only a few of the appliances for comfort and for labor saving that will some day be in universal use. But we are going forward steadily and as more and more people begin to use more and more appliances the size of installations will increase and from the standpoint of both the electrical manufacturing and the jobbing industries as well as the power companies the home market will be first in importance at all times. The future of the jobber will depend very largely on the way in which he adapts himself to this trend and renders a service in the equipment of the American home.

W.E. Robertson
Chairman,
Co-operative Relations Committee Electrical Supply Jobbers Association

GOODWILL, CO-OPERATION, SUCCESS, The Three Big Steps. Goodwill towards your competitors is a first step towards closer co-operation for the good of the industry. If we have been observant, we have learned through the activities of our own and of kindred associations that unselfish helping of our competitors and the industry at large never fails to make it easier for ourselves as individuals.

Continued co-operation between members and between associations is teaching the public that eyesight preservation is worth far more than the saving of unshaded lighting, and that an artistic and practical piece of lighting equipment is worth a price which will give the retailer a fair return for his services.

But back of co-operation is *goodwill*. No man can co-operate cordially with one he distrusts, however he may wish to do so.

Goodwill—then Co-operation—then Success are the three big steps towards progress in local as well as national activities. Let us all make these three work hard for us all in 1926.

E.R. Gillet
President
National Association of Lighting Equipment Dealers

Merchandising Objectives for 1926

GIVING the job of house wiring a personality, as has been done where the Red Seal and similar plans have been introduced, has offered electrical contractors an opportunity to merchandise that important department of their business.

The idea of a wiring system of adequacy is an evolution from the nondescript to a thing of substance around which selling arguments can be woven. Contractors of standing and influence, who have never before been concerned with domestic wiring, are becoming interested in the possibilities presented by this new field. This movement for adequacy is destined to grow nation-wide in its scope providing a tremendous stimulant for the sale of appliances.

The importance of safety and permanency in wiring is also now receiving wide spread publicity because of the campaign for all-metal installations, and bringing about a changed viewpoint about electrical wiring among architects, house builders and owners.

The electrical contractor is becoming recognized as a vital factor in the distribution of electrical appliances, because in many communities more than half the homes were built and wired before appliances were regarded as practical, therefore connections for their convenient use were not provided. Campaigns of education with such a purpose will be strongly advocated by the Association of Electragists-International during this year.

Jas. A. Fowler

President
Association of Electragists-International

THE expansion and development of the electrical industry has been phenomenal, but the job is only half done. American business, American labor, and our country as a whole, have profited by the vision of the pioneers and leaders, so many of whom are still actually guiding the evolution of our industry. Prominent on this honor roll of world names—Messrs. Edison, Westinghouse, Coffin, Insull, Creed, McCarter, Mitchel, Miller, Williams, Fitkin,

White, Stone, Dow, Studebaker, Day, York, Breed, McCall, Gossler, Groesbeck, Dame, and Crumley. The state of mind of the American householder today is friendly toward public utilities, and electric appliances have materially helped to improve public relations in this direction and have created confidence and developed customer ownership. We have many efficient merchandising managers associated with public utilities but we need many more and they should be high-salaried executives of experience in merchandising. The art of selling must be developed as scientifically as the art of engineering, if we are to reach the objective that we are all striving for.

Edward N. Hurley

THE lighting glassware manufacturers, who are members of the Illuminating Glassware Guild, are looking forward with optimism to the year 1926. It is their hope and belief that there is a rapidly growing interest on the part of both the electrical industry itself and the public in the matter of improved lighting practice in the home. It seems to them inevitable that this residential lighting market should be properly developed sometime in the future and there seem to be signs that this time is near at hand.

More than 12,000,000 already wired houses are less than half lighted. To bring these houses up to a fair lighting standard will mean a large increase of the most profitable part of the central station load and a large volume of business for the jobbers and dealers. It means, too, greatly increased comfort and pleasure for the public.

As their part in the program they are straining their every resource in developing new and more attractive designs and decorative treatments in the glass for residential lighting purposes. They have also subscribed to their share of a lighting commodity program to be handled thru the Society for Electrical Development.

P.W. Jenkins

President
Illuminating Glassware Guild

Appliance Selling by Electric-Light Companies

National Survey Shows How Utilities' Merchandising Volume Has Tripled During Last Five Years—Present Appliance Saturation and Numbers of Each Device in Use—Trends in Policies and Distribution

SOME 2,644 electric-light-and-power companies in the United States are now merchandising electrical appliances, according to the records in the offices of the *Electrical World*, *Electrical Merchandising's* sister publication which is devoted to the interests of lighting-company executives and engineers.

To these 2,644 lighting companies the *Electrical World* recently addressed questionnaires asking for specific information on their local electrical appliance sales. Replies were received from 1,225 companies, including utilities large and small. Considering the number of questions to be filled out on each questionnaire—184 in all—it is felt that a surprisingly good return was obtained. Out of the 1,225 questionnaires returned, 242 went into sufficient detail so that complete information could be tabulated and put upon a comparable basis.

Outstanding among the facts thus collected, were the figures on the growth in volume of the central-station companies' appliance business. During the years 1920-1925 inclusive, 168 companies of all classes increased their appliance sales from \$8,768,690 in 1920, to \$23,577,422 in

1925. That is, the merchandising business of these companies increased during the period by 175 per cent.

Central Stations' Sales per Customer Increase

At the same time these companies' residential customers increased from 2,567,279 on January 1, 1921, to 4,888,564 on January 1, 1926, or about 96 per cent. Thus, in the five-year period, the sale of electrical appliances by these central station companies to individual customers also increased from \$3.42 to \$5.27 per customer.

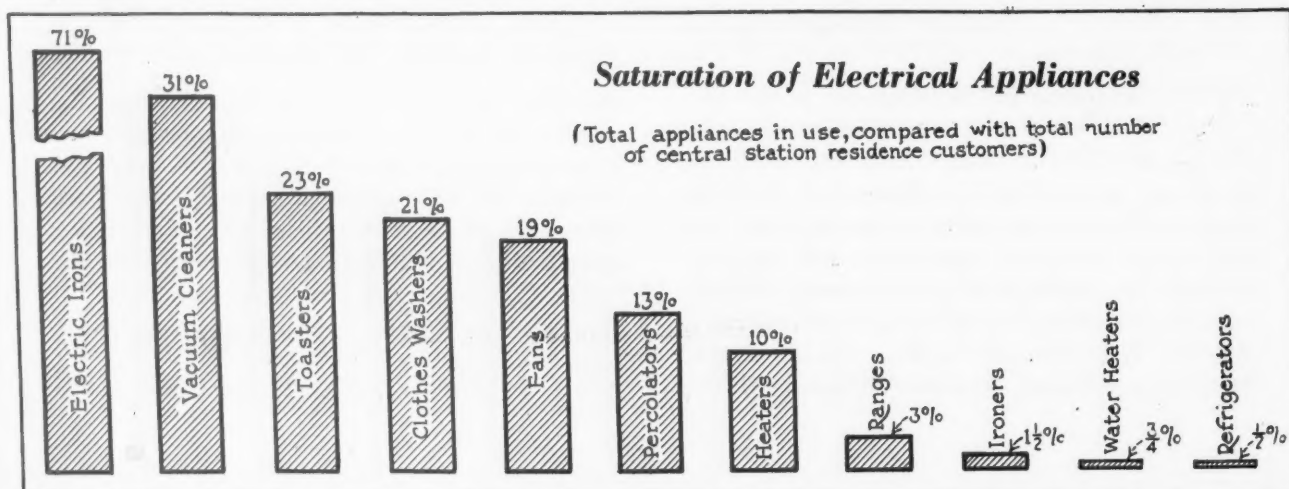
It should be noted that these sales include only household appliances, as listed on the graphs. Sales of portable lamps, incandescent lamps, fixtures, wiring supplies, and other equipment were not included in the compilations.

In an effort to arrive at the percentage of saturation of the various appliances, the companies were also asked to furnish, either from actual census or from estimates, the number of appliances of each kind in use on their lines. Comparatively few of the larger companies had records available which would give this information, and they did not feel that

they could safely make estimates. The graphs shown are based on reports from 174 companies, and indicate that for only one appliance, the flatiron, has the possible saturation point been even approached. The number of flatirons in use is more than double that of any other device—vacuum cleaners coming next with 31.3 per cent, and toasters following with 22.9 per cent. Electric ranges are used by 2.9 per cent of customers, while barely $\frac{1}{2}$ of 1 per cent of residential customers are using refrigerators.

Who Sells Electrical Appliances?

The central-station companies addressed were also asked to give an estimate of the relative volume of appliance sales by all dealers in their territories, that is, the total sales by the central-station company, by electrical dealers, by department stores and by other miscellaneous retail stores. These estimates as given, varied quite widely for different localities, ranging from as little as 2 per cent of total sales by central-station companies in some places, to as high as 75 or 80 per cent in others. The average weighted figure



for all reporting shows the following:

Central-station companies, 42.5 per cent; electrical dealers, 26.9 per cent; department stores, 15.4 per cent; and all other stores, 15.2 per cent.

The central-station company's attitude toward price policy on appli-

ances is shown by the tabulation indicating that out of 212 companies reporting, 186 maintain list prices, while 26 companies follow a cut-price policy—these latter with some reservations, however, as to special sales and for the purpose of clearing stocks. Deferred payments are offered by 166 companies while

thirty-three conduct their appliance business on a cash basis. Cash payment or thirty days are allowed by twenty-one companies, time payments of less than twelve months are offered by eighty-seven companies, while extended payments of fifteen months or more are featured by fifty-three companies. On special

Appliance Sales by 168 Central-Station Companies For Last Six Years

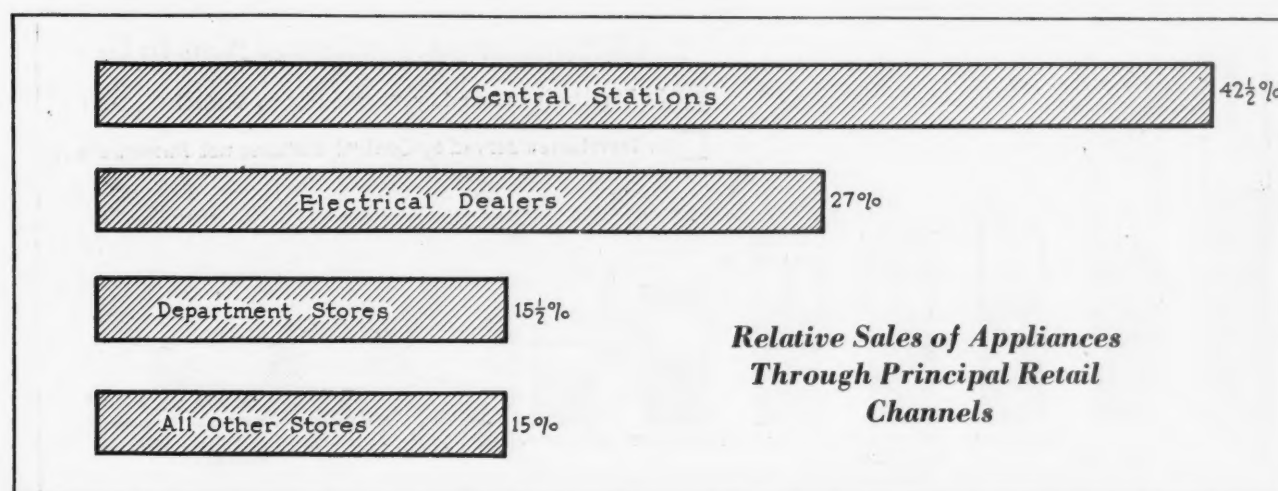
Size of Cities	No. of Companies	Number of Residential Customers Served Jan. 1, 1926	1925	1924	1923	1922	1921	1920	Appliance Sales per Residential Customer	
									1920	1925
Over 500,000.....	10	3,105,135	\$11,337,048.00	\$10,116,479.60	\$9,694,071.09	\$7,294,409.80	\$4,933,803.80	\$5,347,530.10	\$2.74	\$3.66
100,000 to 500,000.....	31	1,256,702	8,357,942.50	7,155,723.00	5,791,039.80	3,722,974.70	2,797,505.00	2,691,044.90	6.54	6.65
50,000 to 100,000.....	15	281,939	1,839,111.90	1,253,912.25	1,097,017.05	740,208.45	481,879.65	340,490.55	3.49	6.53
25,000 to 50,000.....	13	98,512	635,930.86	556,048.03	520,961.85	347,678.53	164,662.45	119,102.91	2.83	6.68
10,000 to 25,000.....	22	89,323	664,941.20	462,887.70	353,648.70	216,274.74	139,912.96	213,627.70	4.47	7.43
1,000 to 10,000.....	54	53,819	725,811.84	587,211.66	512,711.10	77,410.62	70,534.80	55,058.94	3.80	13.47
Below 1,000.....	23	3,134	16,635.90	17,703.10	6,293.95	4,168.60	2,461.00	1,835.40	2.82	5.26
Totals.....	168	4,888,564	\$23,577,422.20	\$20,149,965.34	\$17,975,743.74	\$12,403,125.44	\$8,590,759.66	\$8,768,690.50	\$3.42	\$4.82

Summary of All Appliance Sales in Cities Where Central Stations Merchandise—1924

Size of Cities or Territory Covered (Population Served)	Central-Station Companies Merchandising	Number of Residential Customers of Companies Merchandising (Mean for 1924)	Number of Stores of Companies Merchandising	Appliance Sales By Central-Station Companies Merchandising	Appliance Sales per Residential Customer	Appliance Sales—All Dealers				Total Appliance Sales in Territory Served By Central-Station Companies Which Merchandise	Total Appliance Sales per Residential Customer	Total Appliance Sales per 1,000 Population
						Central-Station Companies Per Cent	Electrical Dealers Per Cent	Department Stores Per Cent	Other Stores Per Cent			
Over 500,000.....	15	3,052,000	235	\$15,400,000	\$4.87	45.0	20.0	16.0	19.0	\$34,515,000	\$10.95	\$2,040
100,000 to 500,000.....	67	2,349,000	954	16,700,000	6.59	42.2	32.6	15.0	10.2	39,600,000	15.64	2,718
50,000 to 100,000.....	88	1,083,000	294	5,630,000	4.91	52.5	28.6	8.3	10.6	10,720,000	9.34	1,618
25,000 to 50,000.....	124	681,000	332	4,260,000	5.90	36.4	23.4	25.5	14.7	11,680,000	16.18	2,880
10,000 to 25,000.....	406	698,000	493	3,155,000	4.27	26.3	34.6	14.0	25.1	11,980,000	16.22	3,145
1,000 to 10,000.....	1,438	389,000	1,562	2,330,000	5.67	73.2	9.7	3.0	14.1	3,180,000	7.73	1,390
Below 1,000.....	505	22,900	502	126,000	4.98	58.1	4.3	0.0	37.6	217,000	8.58	1,694
Totals for year.....	2,644	8,274,900	4,372	\$47,601,000	\$5.44	42.5	26.9	15.4	15.2	\$111,892,000	\$12.82	\$2,270

Central-Station Appliance Selling and Price Policies

Size of Cities	List Prices Maintained		Deferred Payments		Terms			Special Sales				Companies Using House-to-House Salesmen		Companies Using Manufacturers' Sales Crews	
					Cash or 30 Days	12 Months or Less	15 Months or More	Cut Prices		Dealer Participation		Yes	No	Yes	No
	Yes	No	Yes	No				Yes	No	Yes	No				
Over 500,000.....	10	0	10	0	0	5	15	3	7	6	4	8	2	4	6
100,000 to 500,000.....	33	0	30	0	1	17	5	15	17	17	16	29	3	12	17
50,000 to 100,000.....	18	1	17	1	2	11	5	6	11	8	8	17	1	11	7
25,000 to 50,000.....	16	0	16	1	5	5	6	5	11	8	7	11	5	4	10
10,000 to 25,000.....	30	1	29	2	2	15	9	12	16	12	14	14	14	9	15
1,000 to 10,000.....	61	16	51	21	8	29	9	26	42	17	31	21	41	13	44
Below 1,000.....	20	8	14	8	3	6	5	10	11	2	7	1	22	2	19
	186	26	166	33	21	87	53	76	114	69	86	100	87	54	117



Gross Appliance Sales, Operating Expenses

	Number of Companies	1924			1923		
		Gross Sales	Operating Expenses, Including Overhead Charges	Net Profit	Gross Sales	Operating Expenses, Including Overhead Charges	Net Profit
Note: For comment on analysis of central-station accounting here used, see page 6049.							
Over 500,000.....	6	\$8,056,593.71	\$1,865,865.52	\$39,102.88	\$7,630,665.97	\$1,654,540.52	\$69,607.51
100,000 to 500,000.....	25	6,488,308.44	4,632,914.12	746,530.93	4,631,122.64	2,914,766.48	548,821.47
50,000 to 100,000.....	16	1,530,805.33	1,253,747.73	139,390.85	683,222.81	500,391.13	72,246.49
25,000 to 50,000.....	10	496,283.80	307,652.38	34,161.78	459,846.05	275,640.71	46,955.52
10,000 to 25,000.....	22	759,470.43	545,253.38	57,244.18	654,022.88	390,638.91	47,772.66
1,000 to 10,000.....	26	254,757.79	133,778.75	40,303.24	153,556.11	87,923.37	24,121.53
Below 1,000.....	6	10,540.00	5,366.24	818.00	1,500.00	1,200.00	300.00
	111	\$17,596,759.50	\$8,744,578.12	\$1,057,551.86	\$14,013,936.46	\$5,824,401.12	\$809,825.18

Servicing Policies of 199 Central-Station Companies

Size of Cities	Number of Companies Reporting Servicing				Financing of Service						
					Number of Companies Giving Free Service	Companies Charging for Service					
	All Appliances		Only Own Sales			Number of Companies	How Much Over Cost				
							Cost	10% Above Cost	25-30% Cost		
Yes	No	Yes	No								
Over 500,000.....	8	0	3	1	1	7	3	3	2		
100,000 to 500,000.....	26	3	10	2	4	28	12	7	4		
50,000 to 100,000.....	16	3	2	4	2	14	6	5	5		
25,000 to 50,000.....	9	3	4	1	2	6	3	4	2		
10,000 to 25,000.....	27	1	5	3	6	26	11	3	7		
1,000 to 10,000.....	64	10	13	13	10	59	22	20	7		
Below 1,000.....	24	5	4	1	6	22	9	6	4		
	174	25	41	25	32	160	66	47	31		

Payment of Salesmen (115 Companies)

Size of Cities	Straight Salary	How Much	Com-mission	How Much			Combina-tion Salary and Commission	How Much	
		Dollars		Per Cent				Dollars	Per Cent
				5	10	15			
Over 500,000.....	4	150 to 200	5	0	2	3	5	100 to 150	5 to 10
100,000 to 500,000.....	6	125 to 225	7	0	3	4	15	40 to 150	1½ to 10
50,000 to 100,000.....	6	60 to 175	5	1	3	1	10	50 to 125	5 to 10
25,000 to 50,000.....	2	75 to 90	5	2	3	0	4	35 to 100	5 to 10
10,000 to 25,000.....	6	100 to 175	10	0	5	3	4	50 to 100	5 to 10
1,000 to 10,000.....	6	85	10	1	4	5	5	60 to 100	5 to 20
Below 1,000.....	0	0	0	0	0	0	0	0	0
	30		42	4	20	16	43		

sales, seventy-six companies cut prices, while 114 reported that they did not. In sixty-nine cases, some arrangement is made for dealer participation in special sales, while in eighty-six companies there appears to be no provision made for the dealer to join in special campaigns at reduced prices. In campaign selling, one hundred companies re-

ported that they used house-to-house salesmen, and eighty-seven apparently employ no outside crews. Fifty-four companies make use of manufacturers' sales crews and 117 do not sanction this practice.

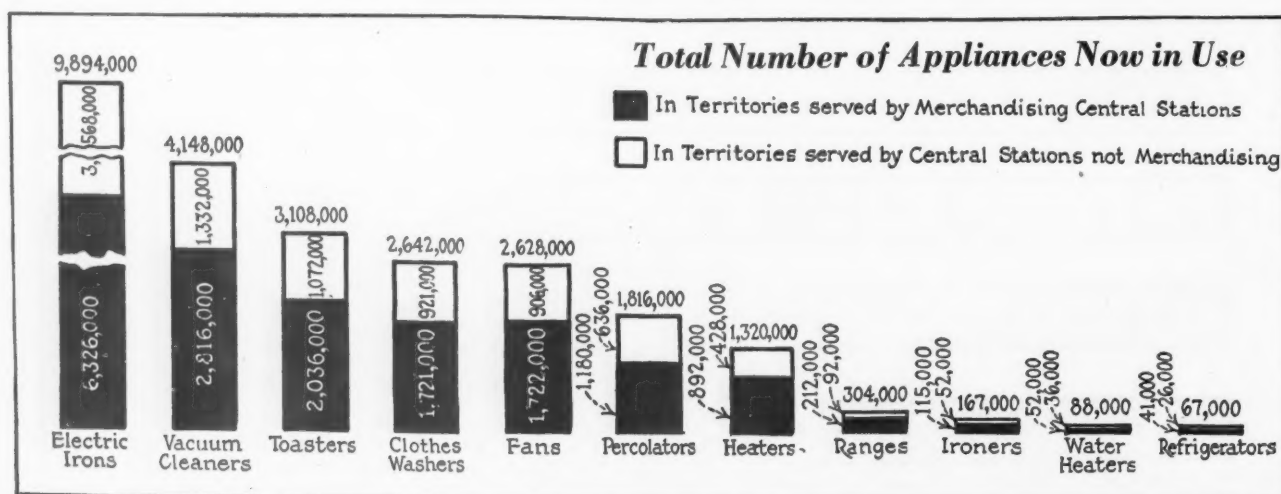
Gross appliance sales, operating expenses, overhead charges and net profit or loss for 111 companies are also tabulated, showing that from a

profit-making point of view, the smaller-sized cities offer the best possibilities. Six companies operating in cities of 500,000 or more, and doing a gross appliance business of \$8,056,593.71, showed a net profit of only \$39,102.88, or a little less than ½ of 1 per cent.

In towns of 100,000 to 500,000 a net profit of 11.4 per cent was shown, while in the small towns of 1,000 to 10,000, 15.8 per cent profit was made. It must be recognized, of course, that there is a wide difference in the accounting methods of different companies. On a total business of \$17,596,759.60 by the 111 companies, operating expenses were \$8,744,588.12 with a net profit of \$1,057,551.86 or an overall profit of 5.9 per cent.

Basis for the National Estimates

The foregoing data and comment may be considered as representing a fair cross-section of the household electric appliance business in those territories served by central station companies which are merchandising appliances. Complete returns were received from 168 central station companies serving a total of 4,888,564 residential customers, which is 33.6 per cent of the total 14,538,000 residential customers of the power companies in the United



Expense Overhead Charges and Net Profits (111 Companies)

	1922			1921			1920		
	Gross Sales	Operating Expenses, Including Overhead Charges	Net Profit	Gross Sales	Operating Expenses, Including Overhead Charges	Net Profit	Gross Sales	Operating Expenses, Including Overhead Charges	Net Profit
\$69,607.51	\$6,113,467.67	\$1,359,218.63	\$155,065.03	\$4,456,611.36	\$947,242.26	\$141,963.99	\$3,427,052.00	\$757,237.69	\$91,563.51
548,821.47	2,418,229.06	1,213,388.68	234,045.43	1,950,136.09	783,270.54	116,881.82	1,120,291.83	345,258.04	26,356.09
72,246.49	345,929.81	323,830.62	49,458.19	277,523.28	315,080.79	32,409.89	385,297.13	34,477.29	13,385.98
46,955.52	303,748.51	179,099.54	24,995.67	120,166.80	57,759.95	15,216.89	47,863.27	151,343.97	22,499.47
47,772.66	412,403.39	262,542.87	26,002.75	304,733.23	184,273.79	29,668.96	256,532.82	66,058.06	26,495.04
24,121.53	105,798.79	60,867.96	19,981.25	79,447.26	46,018.15	18,489.74	99,431.64	600.00	600.00
300.00	1,500.00	400.00	200.00	2,000.00	400.00	300.00	2,500.00		
\$809,825.18	\$9,701,077.23	\$3,399,348.30	\$509,748.32	\$7,190,618.02	\$2,334,045.48	\$354,931.29	\$5,338,968.69	\$1,354,975.05	\$180,900.09

Number of Electrical Appliances in Use in the U. S.

As Indicated by Census and Estimates Jan. 1, 1925

Appliance	Number in Use in Territory Served by Central-Station Companies Which Merchandise	Estimated Number in Use in Country as a Whole	Residential Customers per Appliance	Per Cent of Saturation
Flatirons.....	6,326,600	9,894,000	1.38	72.4
Toasters.....	2,036,300	3,108,600	4.29	23.3
Percolators.....	1,180,820	1,816,800	7.40	13.5
Fans.....	1,722,850	2,628,300	5.07	19.7
Heaters and radiators	892,200	1,320,700	9.70	10.3
Vacuum cleaners.....	2,816,100	4,148,600	3.10	32.2
Clothes washers.....	1,721,760	2,642,600	5.07	19.7
Ironers.....	115,770	167,020	75.5	1.3
Ranges.....	212,070	304,500	41.2	2.4
Water heaters.....	52,120	87,810	168.0	0.6
Refrigerators.....	40,820	66,960	212.0	0.4

Total Residential Customers Served by Power Companies in the U. S.

Size of City or Territory Served (Population Served)	Jan. 1, 1926		
	Number of Residential Customers in Territories Served by Central-Station Companies Which Merchandise	Number of Residential Customers in Territories Not Served by Central-Station Companies Which Merchandise	Total Number of Central-Station Residential Customers
Over 500,000.....	3,162,568	687,432	3,850,000
100,000 to 500,000.....	2,524,643	75,357	2,600,000
50,000 to 100,000.....	1,148,192	226,808	1,475,000
25,000 to 50,000.....	722,392	484,608	1,207,000
10,000 to 25,000.....	739,171	778,829	1,518,000
1,000 to 10,000.....	411,406	2,648,594	3,060,000
Under 1,000.....	25,308	802,692	828,000
Totals for year.....	8,733,680	5,704,320	14,538,000

States. By actual count, there are 2,644 central station companies actively merchandising appliances and these companies have on their lines 60.1 per cent of all the residential customers in the country. That is, there is a total of 8,733,680 residential customers on the lines of those power companies which are actively selling appliances. This leaves 5,704,320 residential customers, or 39.9 per cent of the total in territories served by central station companies which do not sell appliances. With these factors as a basis, it is possible to project the national picture of central-station merchandising as has been done in certain of the accompanying tables.

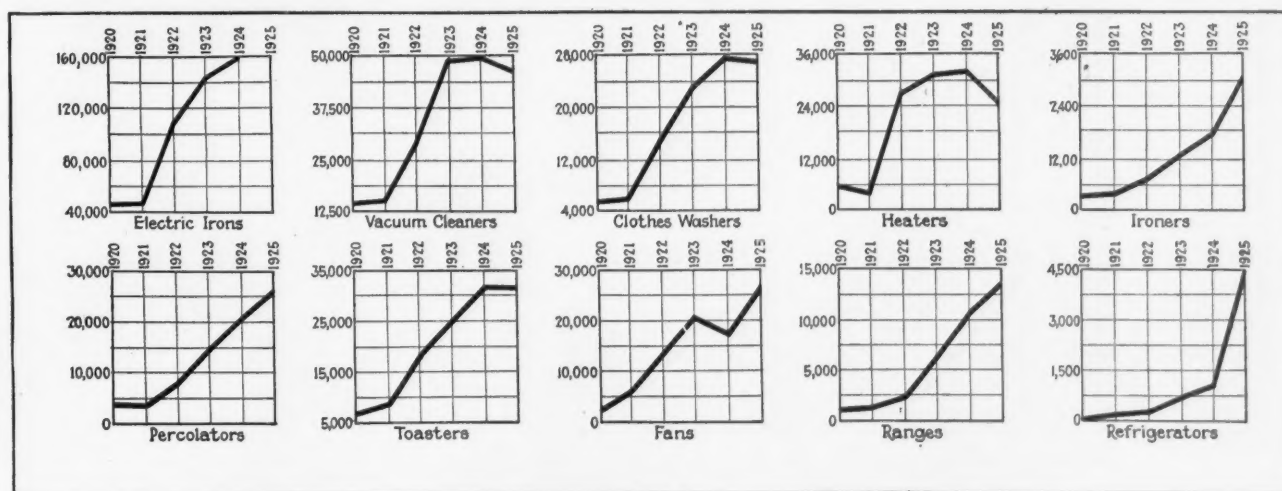
One of these tables gives a summary of the value of appliance sales by central-station companies in 1924 and is developed to show the number of residential customers of the companies in various sized cities, the appliance sales per residential customer by the central-station company, and the total appliance sales by all dealers per thousand population. This shows that in the territory served by the central station companies, \$12.82 of electrical merchandise was sold per residential customer in 1924, and that the total appliance sales per thousand population was \$2,270.

From the data collected it is possible to draw some interesting con-

clusions. The ratio of appliance sales per residential customer to his annual bill for electric energy is of the order of 1 to 2. That is, appliance sales by all classes of dealers average \$12.82 per residential customer, while the average bill for energy taken the country over is between \$25 and \$26 per year per residence customer.

The volume of central-station appliance sales is increasing at the rate of about 20 per cent per year. It is impossible even to surmise what effect the sale of domestic refrigerators and the increasing interest in the electric range will have upon their sales.

(Continued on Page 6049)



How Appliance Sales of Central Stations Increased, 1920 to 1925



THE show-room of the Public Service Company of Colorado at Denver. The orderly rows of beautiful floor lamps are ready for the daily crowd of buyers. This is the first large-scale lamp selling the Colorado company has engaged in. As an example of the dormant lamp business waiting for active central-station merchandisers,

ONLY
25¢
DOWN
-BALANCE ON YOUR
LIGHT BILL

the results are illuminating. From November 1 to December 18, 2,085 lamps were sold: 1,425 in Denver, 660 in smaller Colorado cities. Sales expense was not heavy, the results being due to the values offered, the styles and variety shown, and the policy of the time - payment plan applied to these desirable lamps.



Public Service of Colorado Sells 2,085 Portable Lamps in Seven Weeks

Time Payments with Twenty-five Cents Down, Important Sales Factor—550 Kw. Added to Lines at Low Sales Cost

By J. B. DILLON

WHEN the Public Service Company of Colorado, at its Denver headquarters, announced a sale of lamps, at twenty-five cents down and the balance to be paid at so much per month, to be charged for on the electricity bill for the month, we dropped in and accosting Jack (not John if you please) West, the superintendent of the main sales floor, we said:

"Good morning, Mr. West, why the Santa Claus?"

"Well, now isn't it nearly time for Santa, and,"—pointing to the vast array of beautiful lamps,—“don't you think that any lamp here would adorn most any home?"

"I most certainly do and there's about six I'd like to have!"

And right there Jack West showed why he is the right man on the right job. He loves what he sells and loves to sell, for well does he believe that to satisfy a customer is to raise his employer's standing in the estimation of the public and quite naturally make his own days more serene for a multiplicity of reasons.

Knowing that I was after something else, he waited, and then I said:

"Now I'm after the inside facts. You know that *Electrical Merchandising* has been boosting this very idea, for some time, and I'd like to know just what suggested the whole thing to you?"

Meeting Needs of Power House and Pleasing Customers

"At a recent convention of the National Electric Light Association," answered Mr. West, "attention was called to the fact that power plants were not doing what they should to bring in more revenue by using that part of the current that was ready but was not being served. Quite naturally I saw the point, and while we were doing our utmost, so I thought, a little introspection proved that we were not selling as many

lamps as we should and as, probably, the majority of the people like the deferred payment plan, I secured the lamps and made them the offer of twenty-five cents down and the balance at so much a month; the amount agreed upon being mostly that which the customer named. Now each lamp uses one or more globes, the wattage depending upon the fancy of the user, and as every little helps, you will see that this department is trying to co-operate not only with the needs of our power house, but to give its customers something that will be lasting and pleasing."

"Won't some of these bills run past the year?"

"Yes, not because of the price,—not one of them costs over \$40,—but

when the customer asks lower terms we grant them as a favor."

"Are you merely selling the complete lamps, or will you sell base and shade separate?"

"Any way the customer wants. We make many sales of separate shades, bases, and substitute from our odd shades to be certain that no lamp leaves us with the customer dissatisfied."

"How many lamps have you sold since this sale began?"

Checking his daily memorandum book, there it was in black and white;

a grand total of seven hundred and one lamps.

"Great guns, man. Why this sale has only been on thirteen days, that looks queer, if you'll pardon that expression."

"Yes it does, but just yesterday we sold two hundred and forty-nine."

"Well that's what I call clever. By the way. Did you set any goal, that is, as to number, the 'Pike's Peak or Bust' attitude?"

"One thousand by Christmas is how I figured, or hoped, and from the number sold and are still selling, we are going to beat that."

"Then you think that the beauty of the lamps in the first place won their way with the folks and your generous terms did the rest?"

PUBLIC SERVICE CO. OF COLORADO

Extraordinary

Lamp SALE

500 Additional Lamps for Saturday

Bridge Lamps! Table Lamps! Floor Lamps! Reading Lamps!

All in the newest styles! All of the highest attainable quality! All greatly under regular prices to secure wide distribution and encourage the proper use of light in the home.

Complete—Base, Shade, Light Cluster, 6-Ft. Cord, Electric Bulbs and Plug

Every lamp designed and manufactured as a complete ensemble, ensuring harmony in line and color. Every lamp completely equipped (no extras to buy), ready to be attached and add its beauty to your home.

Wood and Metal Bases

In antique gold, gold stipples, gessoed gold leaf and hand-painted of bronze; hand-carved, hand-ornamented, hand-carved; slender, graceful lines.

Perfectly rigid; weighted for safety. Will not warp, peel or crack. Colors are undiminished.

Silk and Novelty Shades

In newest ideas—pleated, chignon, balustrade, etched shades, silk and gossamer; hand-decorated; without fringe or with two-toned or gold braid fringe.

Best workmanship and materials. Fast securely to perfect balance. Hand-embroidered will not come apart.

Five Wonderful Groups. 25c Secures Immediate Delivery; the Balance on Your Light Bill.

Public Service Co. of Colorado

\$8.95

Antique gold bridge lamp with gossamer shade—double two-tone silk fringe.

12.95	16.95
Antique gold bridge lamp with gossamer shade—gold braid fringe.	Hand-carved floor lamp with gossamer shade with gold braid fringe.
13.95	27.95
Antique gold floor lamp with gossamer shade—gold braid fringe.	Hand-carved floor lamp with gossamer shade—gold braid fringe.

ONLY 25¢ DOWN

BALANCE ON YOUR LIGHT BILL

One of the newspaper ads which helped to put over this successful sale. Emphasis in all the advertising was placed on assortment, variety, value, a moderate price range and most important of all the twenty-five cent down payment and terms for the balance.

"Yes. They came so thick and fast that we forgot about the twenty-five cents, merely pleasing the customer, arranging the terms and sending the lamp out home. You see we can do this because they are already our customers for the current."

The Sales Manager

Jack West, the superintendent of the main sales floor is a young man in years, but has an old business head. Before coming with the Public Service Company of Colorado he was with the Consolidated Gas Company of New York City. You will find him most any where about the sales room, more like a prospective customer when things are quiet and he is not needed to sell. He has many assistants; but he is not idle. He sees and hears and in that way is able to help his assistants over the barriers and to plan to keep his sales room with stock that will meet the demand of the buying public. He likes the game and that is why he is such a good player.

The Sales Room

The room is about seventy-five feet wide and one hundred forty feet long; the furniture is of mahogany, and every where you will see electrical appliances neatly placed on

IN the time payment plan, central station companies have a sales help which will enable them easily to add thousands of load-building table and floor lamps to their lines.

The analysis of the lighting contest primers showed an average of less than three such lamps per wired home, whereas eight is the "conservative ideal."

The 2,085 lamps sold by the Public Service Company of Colorado were each equipped with two to four 60- or 75-watt bulbs. The total prospective load added is in a round figure 550,000 watts.

tables. This arrangement makes it easy for the customer to see even before the salesman greets you, but you are never kept waiting for more than a few moments.

The show windows on the Champa Street side of the building are made by a platform raised about one foot above the floor. On the inside, there are arch entrances to the show win-

dow, the arches painted white and draped with autumn leaves, the effect being one of great beauty. When the occasion demands, the show windows may be used as an office.

Must See Displays To Pay Bills

In the center of the room is the cashier's cage where all bills are paid and to get to the cage you must pass down the aisles with the latest and greatest in electrical appliances on all sides. Because of the well-arranged display, it is safe to say that nowhere with an equal population are there as many folks to see the display of electrical appliances as come to the Denver sales room of the Public Service Company of Colorado.

In showing the picture of the sales room and the lamps on display, we have taken the pictures more to show the lamps and not the crowd, the figures given will testify as to the crowd. The lamps are in two groups, those with the fringed shades and those of varied and artistic patterns.

N.E.L.A. Wiring Committee Opposes "All-Metal Code"

Arthur P. Good, chairman of the wiring committee of the National Electric Light Association, supplies us with the following statement regarding the committee's position in respect to the "all-metal code" of electrical construction, the system which is being promoted by the Association of Electragists, International, and would require for all light- and - power purposes metal-sheathed wiring, such as rigid conduit or flexible metallic conduit:

"At a meeting of the N.E.L.A. Wiring Committee held in Chicago on November 16, there came up for discussion the present propaganda of the Association of Electragists covering all-metal construction. The Wiring Committee desires to go on record as being emphatically opposed to propaganda on any particular system of wiring, which, if universally adopted, would tend to close the door to any other system, and such would be the affect if the all-metal construction idea was universally adopted.

Not in Favor of Any One System

"The committee further desires to go on record as not being in favor of any particular system of wiring to the exclusion of any other system. The committee feels that any system of wiring should be encouraged which combines economy with adequate safety."

How Little It Costs to Use Electrical Appliances

Based on Rate of 10c. per Kilowatt-Hour
(with exceptions noted by asterisks)

Appliance	Average Wattage	Annual Cost to Operate	Appliance	Average Wattage	Annual Cost to Operate
Irons.....	525	\$6.00	Sewing machines.....	75	1.50
Toasters.....	450	3.50	Lamp socket motors.....	100	1.00
Grills.....	600	4.50	Vacuum cleaners.....	160	2.75
Chafing dishes..	600	1.50	Washing machines.....	175	2.50
Percolators....	450	3.50	Portable lamps.....	50	6.00
Samovars.....	450	2.00	Ranges.....	*5,500	55.00
Water heaters (lamp socket)	450	1.50	Ovens.....	600	12.00
Water heaters (over 650 watts)	2,500	50.00	Fans.....	60	1.50
Milk warmers..	440	3.00	Small stoves....	500	2.00
Sterilizers.....	450	6.00	Dishwashers....	100	3.00
Heating pads...	50	1.00	Fireless cookers.	660	12.00
Radiators (lamp socket).....	600	5.50	Tailors' irons...	850	25.00
Radiators (1,000 watts).....	*1,000	9.00	Irons.....	3,000	15.00
Radiators (2,000 watts).....	*2,000	12.00	Glue pots.....	300	7.00
Radiators (3,000 watts).....	*3,000	15.00	Auto radiators..	150	1.50
Vibrators and hair driers....	50	1.00	Soldering irons..	200	8.00
Curling iron....	20	1.00	Waffle irons....	600	2.50
			Domestic refrigerating machines.....	*300	30.00

*Based on average rate of 4 cents. The above list is based on estimates presented by commercial men of large central station companies.

6,700 Electric Ranges Among 12,400 Customers

Policies of "Hydro's" Co-operation with Dealers Which,
with Low Rates and Free Servicing, Have Built Up High
Saturation of Electric Cooking at Windsor, Ontario

YES, electric ranges can be "popularized." Windsor, province of Ontario, Canada, has demonstrated it in convincing fashion. There, the majority, not only a few, of the city's housewives prepare the day's meals by electric heat. Let the facts speak for themselves, and then let's see whether, from an analysis of the "why and how" of it, there is not some selling lesson to be learned for general application.

Windsor is the Canadian city opposite Detroit. It has a population of 60,000, and a residence-meter list of real honest-to-goodness homes not exceeding 12,400. Niagara Falls, from which it derives its electric current by transmission line, is 250 miles to the eastward.

Of course, the rates are low; 2½ cents for the first 60 kw.-hours and 1½ cents thereafter; but electric ranges in Windsor cost almost as much as in the United States. Windsor has 6,400 electric cooking customers today—better than one for every other home in the city. And ranges are being sold at the rate of three a day, Sunday included. Yet, J. A. Nichols, local manager of merchandising for the "Hydro" system, bemoans the fact that last year, although they added 1,400 new meters, they sold only 1,026 electric ranges. "We didn't quite get 100 per cent saturation," he said, and added in the next breath, "still we do pretty well for there's not a new house goes up that is not equipped with an electric range, an electric hot-water heater, and an electric grate."

How is this effecting the load and income sheets? We quote a few more figures. In 1915, the domestic consumption amounted to 468,386 kw.-hours. In 1924, it was 17,495,259—3,800 per cent increase. In 1915, the average consumption per domestic customer was 186 kw.-hours per year. In 1924, it had jumped to 1,536 kw.-hours per year.

Nichols estimates his revenue per range at about \$25 per year. From this source alone, with 6,700 ranges on the lines, they derive a revenue of \$167,000.

The Selling Conditions

What is the real "low down" on how they do it? That's a fair question and a vital one.

Well, in the first place, there is no denying the potent influence of that low rate. Of course, the rate must be right, or you can't sell electric ranges. But the rate in many cities in the United States is only a cent or two higher. Apparently, then, it isn't the tariff on electric cooking that's holding women back.

Well then, how about the first cost. In Windsor, Canadian-made ranges are being sold, in the large majority of cases. They are a little cheaper there than the American product. The average selling price is estimated at about \$115. Is it the extra \$30 or \$40 that stands in the way? It hardly seems possible.

Perhaps it's aggressive selling. If, by that, you mean the "populariza-

tion" of electric cooking as a delightful means toward an end, if you include a most liberal policy of dealer co-operation and if you recognize the importance of a sweeping, "perpetual" servicing policy—the answer is—Yes.

It has been frequently stated that "one sale leads to another." This is especially true in the case of the electric range, yet, in spite of the fact that Windsor long ago passed the "public acceptance" period and that the many desirable features of the electric range are no longer matters of doubt, the local Electric Shop still runs "cooking school" demonstrations on the average of once every four months. These "schools" are generally held on the main floor, facing the street and in back of a large show window, so that passersby can look in and see what's going on.

These periods of intensive sales effort are scheduled for January, April and September.

An effective method whereby the co-operation of a local grocer is obtained to help promote these cooking demonstrations is described by Mr. Nichols as follows:

"An arrangement is made with a prominent Windsor grocer by which he supplies the raw food products cooking ingredients and other necessary cooking materials. But what is of greater value to us, he also agrees to circularize his list of customers, inviting them to attend the 'school.' In return for these efforts he receives mention in our store advertisements. The food brands he carries are also used and endorsed by the demonstrator. Frequently, also the manufacturer of some line of baking powder, for example, will provide us with the free services of a cooking expert. Thus the manufacturer and his retailer unite in helping us to make the 'school' a success."

"It is worthy of note," continues

How a 54 per cent electric range saturation has been built up through co-operation of dealers and electric service organization at Windsor, Ontario, the Canadian city opposite Detroit:

1. Newspaper advertising, cooking schools and outside demonstrators used to promote electric cooking idea.
2. Preceding appliance sales by "Hydro" Shop, dealers are given opportunity to purchase sales items at advantageous price.
3. Free servicing is given by utility on all appliances in use over one year.

Mr. Nichols, "that the interest in these cooking demonstrations seems to continue with unabated vigor. We can generally count on a crowded store in spite of the fact—or because of it—that every second housewife in Windsor already owns an electric range."

To supplement the very satisfactory sales producing results of these periodic demonstrations "Hydro" advertises consistently and persistently. During 1925 they spent \$2,200 for local publicity.

The third major selling tool which Mr. Nichols uses is, of course, the outside man. His crew is never a large one. It rarely exceeds two or three men at the most.

Dealer Co-operation—Three Interesting Policies

"My experience has been," he remarked, "that one good man is worth ten of the ordinary kind—especially in selling ranges. Because of the large number of ranges in use and the 'leads' which their owners voluntarily turn in to us, and because of our cooking school and advertising activities, our salesmen are kept busy, practically all of the time, contacting real live prospects."

Every electrical dealer, every furniture store, every department store in Windsor has from two to ten electric ranges on its first floor front. And doubtless the following, clear-cut, dealer co-operation policies, as

formulated and adhered to by the Hydro Electric Shop (the merchandising department of the Ontario Hydro System) have some bearing on the matter. We quote Mr. Nichols.

"We do all we can to help our competitor dealers take business away from us. For example, we never run a sale without advising all dealers in advance, and permit them to buy through us or from us, as many of the advertised items as they will require to take care of their own customers, and at a price which permits them to meet our 'special' and make a profit," explained Mr. Nichols. "Of course, we always maintain the list price at all other times," he added.

"We always run the following lines in all of our advertisements, 'For electrical appliances, visit the Windsor Hydro Shop or any reputable electric dealer.'"

"We render free service for any electrical apparatus sold by any reputable dealer in Windsor, provided it has been on our lines a year. This free service is available at all times. There is no time limit on it—it is in effect as long as the appliance is in existence. This does not mean free replacement parts, of course," he added, "but it does mean the advice and the service of an expert repair man without charge of any kind."

"Your service department must

be run like a fire company,' a customer said to me just the other day.

"I replied, 'It is—that's just it. Our four maintenance trucks are completely equipped with small parts for almost every appliance on our lines. They are ready at all times, day or night, to respond to a call for assistance. These calls run from 30 to 50 a day.'"

"How expensive is this free service for all Windsor?" I asked Mr. Nichols.

"The salaries of four men and the operation of four delivery trucks. But keep in mind the results we are getting. Service begets public confidence and good will, and this begets sales. Washing machines are going over just as fast as ranges, other appliances in proportion and the end is not yet."

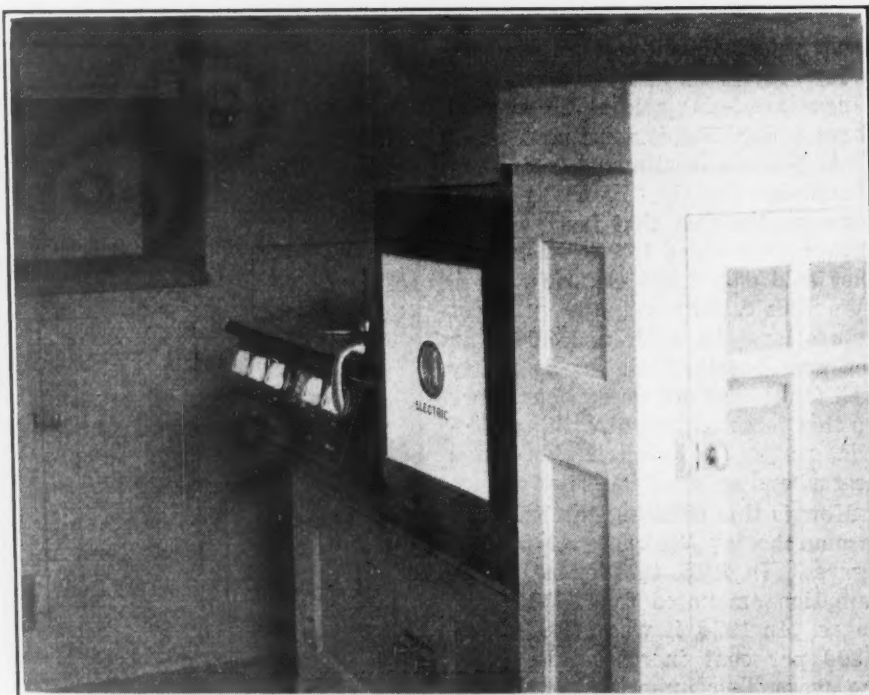
"It should be stated," he continued, "that only one-half the service expense is charged to the Hydro Shop, the other half is assumed by the utility's maintenance department. We justify this on the grounds that the more appliances there are kept in commission the greater will be the load revenue."

The influence of Hydro's liberal dealer policy is reflected in the comparatively large proportion of ranges sold by local merchants. Mr. Nichols estimates that fully 40 per cent of all the electric ranges distributed in Windsor during 1925 were sold through dealer outlets.

Built-in Ranges New Selling Argument

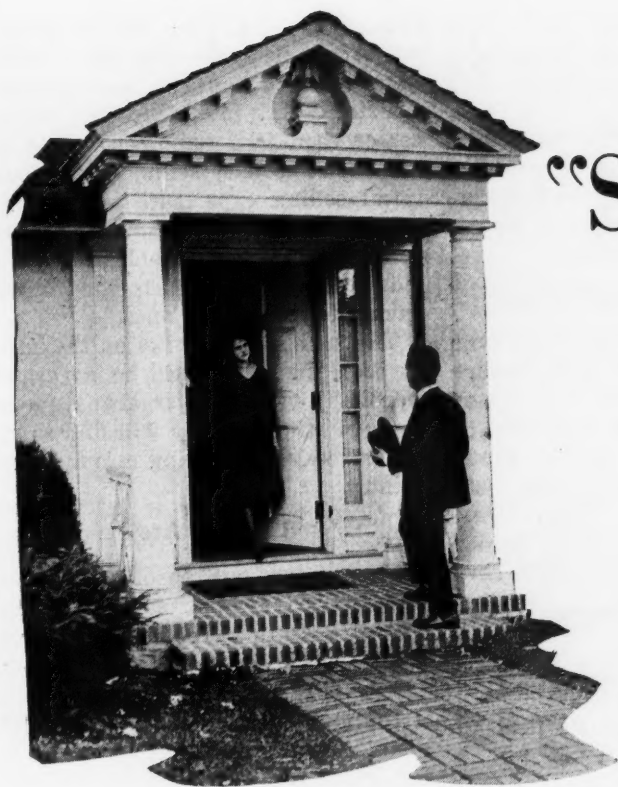
The inconvenience of fitting furniture into the small kitchen has furnished the dealer in electric ranges with a new argument. This has been discovered by the Portland Electric Power Company of Portland, Oregon, who have made a specialty of fitting ranges into small spaces for the convenience of the apartment house dweller.

A special price is made on ranges without legs and specially fitted for mounting over a cupboard or shelves for the storing of cooking utensils and as a consequence a number of modern apartment houses in this district have been sold electric cooking which might otherwise have utilized gas. The complete heat insulation of the oven and the freedom from fire hazards of course make this feature possible.



A sample of the combination of range and storage cupboard for kitchen utensils in the Forest Apartments, Portland, Oregon. By stressing the

adaptability of the electric range and its compactness the Portland Electric Power Company has made many apartment house sales not otherwise possible



Selling to a "Saturated" Market

Successful Methods of Company Employing 1,500 High-Pressure Salesmen Whose Average Earnings Are \$5,000 a Year Selling Electric Sewing Machines

executive employing a house-to-house selling crew.

better. His line of talk is about like this:

"We are going to demonstrate a sewing machine in *every home* in this neighborhood." This approach is good because it overcomes almost every objection. The fact that the demonstration is to be made in *every home* makes it a neighborhood proposition that the women must accept. The minute the woman, or whoever answers the bell, asks a question the junior says he doesn't know, but will call the other man. If the woman asks him what time it is—he hasn't got a watch, etc.

The real problem is to keep the junior man a junior man and keep him ignorant. Under no circumstances is any information given by the junior man. All he knows is that a sewing machine is to be demonstrated in every home. The juniors average six hours a day—three in the morning and three in the afternoon—forty-five calls a day is the average. The average is about ten to twenty-five demonstrations a day and average sales through these demonstrations made by the senior are three sales a day.

The junior and senior start out in the morning with two or three machines on the back of their automobile, a roadster. As soon as the junior has pulled the doorbell and the woman says to come in now, the junior goes down the street and gets the senior who is waiting around the corner and they drive up and take a machine into the house. The demonstration proper must be made in the home. Why? Because the salesman controls the interview and he can keep the interview just as long as he is able to hold attention.

THE White Sewing Machine Company recently celebrated its fiftieth anniversary.

One of the largest electrical distributing houses of Cleveland, Ohio, is the White Sewing Machine Company, which is also one of the largest employers of house-to-house selling methods. Ninety per cent of the sewing machines sold by this leading producer are now electrical and 85 per cent of their production is sold from house to house. Three thousand salesmen working from factory branches are employed. These salesmen are divided into two groups, senior salesmen and junior salesmen.

There are fifteen hundred senior salesmen who earn an average of \$5,000 a year, all of whom drive their own cars. The entire sales plan is set up on the assumption that every home has a sewing machine, a hundred per cent saturation; and that a trade-in must be handled with every sale.

The following account is based on an interview with C. C. Rasmussen, retail sales manager. It covers the sales method in detail, including an original approach to the prospect at the door and an unusual system of paying salesmen. It gives the "how" and the "why" of one of the most extensive and successful of door-to-door selling organizations. "Electrical Merchandising" prints it because the editors believe it contains valuable suggestions for every sales

man. Specialty selling is no new story with them as sewing machines have always been largely sold by this method. This company comes however into the electrical selling picture because 90 per cent of its present production is electrical sewing machines. And 85 per cent of its entire production is sold by house-to-house salesmen working from factory branches. The other 15 per cent of its product is sold by department stores under special trade names but all machines under the White brand are sold directly by the company.

This great and successful job is done by 3,000 salesmen divided equally in numbers as juniors and seniors. The senior salesmen are the trained, successful, and highly ambitious men who earn results commensurate with their ability and constitute one of the highest paid bodies of salesmen found anywhere today.

Juniors are gathered from the rank and file, either boys from high school or other young men.

The Introductory Approach

In working the sale of a White machine the first problem is the introductory approach. The vital thing is curiosity. The junior makes the approach and the more ignorant he can make himself out to be, the

They start on the premise of an existing machine is every home, so the sales problem is to compare the new with the old and in their demonstration they have to make intelligent comparisons. Part of the problem of the senior salesman is to find out tactfully what troubles the woman has had with the old machine so that in his comparison he can play up the points which are most vitally of interest to her.

Getting Past the Maid

When a maid or other irresponsible person answers the junior's call he says "I am showing a machine in every home. May I bring it in now?" The maid goes back and says that some one is showing something in every home. She at least arouses her mistress's curiosity and the percentage of demonstrations allowed is just as high where a maid answers the call as where the woman of the house answers.

Up to the time of the development of this special technique of getting attention the percentage of turn-downs where maids answered was particularly high.

Ten per cent of the business of the White house-to-house salesman is done for cash with a 10 per cent cash discount. The longest terms allowed are twenty-two months, but there is an average of twelve months for the entire business. It is only in the last little while, and with the development of a new salesman's compensation plan that they have been able to pull up their cash business to 10 per cent of the total.

Here are some interesting side-lights cast by Mr. Rasmussen from twenty-eight years of selling:

"Men in groups will not show curiosity. Men singly are more curious than women. The reason they will not show curiosity in groups is because they are afraid to show ignorance, but the reason why they are more curious singly is because they are anxious to learn everything that will help them in their daily work."

"American people have a national instinct against menial labor. This is a peculiar characteristic of the American people predicated on laziness. They do not like to do anything menial and are anxious to find a mechanical device to offset working with their hands, particularly if the work is considered menial. We are always looking for a device to help the lazy instinct."

Here is another choice one—"Winning an argument from a woman is losing it." This is Mr. Rasmussen's professional opinion.

Things that are constantly seen by the public, automobiles, homes, etc., have a pride element in their ownership. This does not apply to household labor-saving devices

Salesmen Earn \$5,000 a Year

The 1,500 senior salesmen who work for the White company average a gross income of \$5,000, less cost of operating a car of about \$1,000, or \$4,000 net. I know of no other group of salesmen that touches this rate of pay. Some of the White salesmen make as high as \$12,000. Senior men must look prosperous. They

JUNIOR and senior salesmen work in pairs.

The junior salesman first rings the bell, his whole job is the introductory opening: "We are going to demonstrate a sewing machine in every home in this neighborhood." If the woman's comeback is a question, no matter how simple, the junior answers that he doesn't know but will call the other man.

The other man, the senior salesman, is round the corner with three machines in his car. Then he gets busy.

must create the feeling that there is no need for the sale. There is no imploring or begging for orders. The senior man, as a business man, exudes prosperity. This is per the psychology set up by the White people.

I asked Mr. Rasmussen about the question of pride in being a house-to-house salesman. They do not find it difficult to find men who take pride in the job. "American men measure pride by gross income." This is another "hard-boiled" line. I asked him what about the editor or college professor who takes joy in accomplishment. He said he doesn't come in contact with those and that they are such a small percentage of the world in general that they don't count. He said that their men make so much money that they are real business men. They dress well, drive good cars, and are substantial citizens. They create a psychological

atmosphere that they would rather sell White machines than run a bank because of the money in their pockets.

Prior selling experience for White senior men is a handicap unless it has been specialty selling. Previous retail selling experience is a detriment to a White salesman because people have always told the retail man they want rather than their having to create new ones.

The senior man works on the supposition that there will be no argument. They will never argue under any conditions. They will find some special way of getting around the point.

How the Men Are Paid

They have put through a new basis for payment of salesmen. Assuming \$140 to be the list price for a White machine, average trade-in \$30, and 10 per cent cash discount, if the man has sold the machine for cash, he pays \$58 for it and sells it for \$99. However, should the machine be sold on time, 25 per cent is added to the price the salesman has to pay, to wit, \$25 additional, making the salesman's price \$83. He would get \$27 which is the difference between \$110 and his price, plus whatever allowance he can get on the old machine which, on a \$30 trade-in, is about \$15, which would mean a profit to the salesman of \$42 on a time-payment sale of \$140 list price, or 30 per cent.

On a cash sale he would get the difference between \$99 and \$58, or \$41 plus \$15 for his old trade-in, or \$56. Figured on \$140 list price, this is 40 per cent.

In terms of the 25 per cent which the company charges for time sales they figure this 25 per cent as follows: 10 per cent of the 25 per cent is the cost of collecting the money, 5 per cent is risk, 5 per cent is interest, and the remaining 5 per cent is additional profit.

All of the collecting is done by the company and the company maintains a market for second-hand machines though salesmen can sell these second-hand machines wherever they wish and, incidentally, the salesman can make just as big an allowance on a trade-in as he desires.

Here is a company that is actually putting it over. When you consider that 90 per cent of the machines sold by them are electrical they probably represent one of the largest single electrical distributing houses in existence today.

Speeding the Salesman With Prosperity

How Henry L. Doherty and Company Have Improved Selling Efficiency by
a New Basis for the Compensation of Salesmen

By EARL E. WHITEHORNE

ABOUT two years ago Henry L. Doherty and Company set up a new plan for compensating salesmen. This company operates public utilities in a long list of cities scattered about the country, and serving a population of nearly seven million people. This new method of paying selling men has now had a long enough trial to prove what it is worth and to provide some evidence worth consideration.

The Doherty organization has long believed that salesmen should participate in the profits of their selling and for many years has paid commissions. But in the beginning these commissions were figured on the selling price of appliance, whether domestic, industrial or commercial. It put a strong impulse behind the salesman to push high-priced appliances without regard to the load value of the device, and because a clothes washer sold for \$150 and a flatiron for \$5 the men were naturally tempted to put their time all on the washer, despite the fact that the flatiron brought far more income to the company for energy consumed. The men liked the arrangement because they drew a small salary on top of which, they had a chance, by working hard, to build up their income by commissions.

But after all, the electric light and power company is first of all in the manufacturing business. It is and should be interested in profits from the sale of appliances, but it is important that a central station sales department should use common sense and see that a fair proportion of the appliances sold are good revenue producers. Also it is of vital importance that the salesman in a district should act as a general representative of the company in its relations with its consumers and prospective customers. He must have a mind therefore for more than a sales total

and be interested in making friends and holding customers as well as closing individual sales.

The New Schedule

Early in 1923, with the experience of many years of salary and salary plus commission compensation to guide them, a new plan was established in the Doherty organization. This new plan strives to recognize and reward practically every kind of service rendered by an effective central station salesman, that is sufficiently definite to be evaluated. It offers commissions on the selling price of appliances sold, a benefit for the load which that appliance brings to the system, and compensation for new customers gained, as shown below. Also, the rate of commission is carefully adjusted to suit the territory so that the schedule in one city may be quite different from the rest. They are all based on the same fundamental principle, however. The following schedule is a good example. It gives the commission rates for domestic, commercial and industrial salesmen in one city.

Domestic Electric Territory Representatives

Ten per cent of the gross monthly sales of gas and electric appliances and installations.

Thirty per cent of their increased monthly territory domestic gross electric revenues for the month over the same month of the previous year.

One dollar and fifty cents for each meter application turned in where old house or building is wired.

Fifty cents for each meter application turned in where dead electric service is reconnected.

Fifty cents per horsepower on both new and additional power installation up to and including 20 horsepower.

Extra commissions on coke and securities sales and special commissions on appliances sold during campaigns, including Daylight kitchen fixtures, ice machines, etc.

Monthly minimum guarantee or

drawing account \$150 to \$200 per month with settlement every three months.

Commercial Lighting Representatives

Five per cent of the gross appliance and installation sales (including commercial lighting fixture sales, electric signs, window installations, etc.).

Five per cent of the increased monthly commercial gross electric revenues for the month over the same month of the previous year.

Monthly salary of \$175 to \$250 plus above commissions.

Electric Power Representatives

Five per cent of the gross appliance and installation sales including motors and motor equipment.

Twenty-five cents per horsepower installed for both new and additional installations (not including seasonable power, such as amusement parks, etc.).

Salary \$200-\$250 per month plus above commissions.

What They Earn

The rate of commission paid to salesmen on sales of domestic electrical appliances varies in different cities from 5 per cent to 10 per cent. Commissions on increased revenues obtained from this territory also vary from 25 per cent down to 7 per cent. On meter applications the rate runs from \$1.00 to \$1.50. Commissions on power average about 50 cents per horsepower. This is found to offer ample incentive to keep the domestic salesman on the lookout for small power installations and causes him to interest himself in the market for power.

The domestic salesmen are also paid extra commissions on the sale of coke and securities and are also paid special commissions on appliances sold during campaigns—these apply especially to what is termed "revenue producing appliances," such as daylight kitchen fixtures, ice machines and portable lamps with large sized bulbs. The extra commissions

on these appliances are paid in addition to the regular merchandise commissions.

It is the domestic appliance salesman who acts as the territory representative—or perhaps it may be better stated vice versa. He is the man who lives within this territory and speaks for the company. His territory usually contains about 1,000 customers and with this number of units to contact with it is found that the man is able to get around and see them all more often than in a larger territory where he is constantly working on "live" prospects and pays small attention to anything else.

In the smaller towns, there is usually but one commercial lighting salesman, reporting direct to the new business manager, but in larger properties where there are several men in this work there will be a division manager heading up the commercial lighting staff and he also is paid a commission based on the same factors and embracing the total sales of his division. The manager of the power division in larger properties is compensated in the same way. And the "new business manager," as he is called in Doherty properties—the man who heads up the entire sales department—is paid a fixed salary plus commissions embracing the total record of his department.

The average earnings of these territory representatives run approximately \$2,500 to \$3,000 a year, but an exceptional man has the opportunity to build his income materially higher. One such salesman in a southern town, for example, earned \$3,724 in the twelve months ending in October, another in a small New England city earned \$3,814, four men in different middle western territories earned in the same period \$5,102, \$4,249, \$4,020 and \$4,110 respectively, while two men located further west drew \$4,576 and \$4,630. These men are doing a splendid job for their companies and for the public. They sell every piece of current consuming equipment that they can. They make small repairs where a pair of pliers and a screwdriver will put an appliance back in service. They answer complaints.

No Turn-Over

Such a man is boss of the territory and speaks for his company in all ordinary matters. They are in business for themselves and they know that there is no limit to their opportunity except the work and skill they put into it. The result is that

these men do not quit their jobs. Out of 350 such salesmen there have not been more than half a dozen fall out since the new compensation plan was instituted two years ago. There is practically no turnover of labor here, and because the Doherty organization has for years paid commissions, it has held its men consistently. There are lots of salesmen now on the payroll who have been there 20 years.

The new plan has made the work harder, but it has brought very satisfying increases in pay to men who have put in the time and effort. The sales aggregates have shown the good result for in 1923 the total sales of merchandise sales by all the Doherty companies combined was \$4,806,407, which includes both gas and electric appliances, because it is impossible under their system of accounting to separate them. This was an increase of 46 per cent over 1922. The sales in 1924 were \$5,636,763 and this year this business is expected to total \$7,500,000 in sales to 660,000 customers. Meanwhile these men have helped to sell \$2,315,500 in securities during the first eleven months of this year, in conjunction with a customer ownership campaign. In these years also there has been a 20 per cent growth in personnel.

Competition Keen

Back of these total figures, of course, stand innumerable stories of the increase in sales by the departments of specific properties, which in turn are made up of the personal records of individual men. Participation in the profits has speeded up the individual. The new schedule was first tried out in 1923 in a staid old New England town that was at a standstill—not growing—and it

was believed that this would be a severe test. In this company they sold \$88,095 in gas and electric merchandise in 1922 but in 1923 the total was \$203,630, the result of nothing but better organization and increased zeal on the part of the selling staff. All other factors were the same.

Good Pay Brings Results, Says Thos. F. Kennedy

The philosophy behind all this was well expressed not long ago by Thomas F. Kennedy, "manager of new business departments" for Henry L. Doherty and Company in a recent address before a convention. He said: "Today is the day of the man who can sell. The usual error of most companies has been trying to get men too cheap. The cheap man is soon replaced by another of the same caliber who lingers no longer. If we employ a cheap man, we can expect nothing but cheap results."

"We will have to become sold on the idea that it is not going to be inexpensive to train and educate a man so that he can intelligently represent the company. I estimate that it costs at least \$1,000 to properly train such a representative, this cost being largely made up of the time that the management must devote to him and the loss of the maximum production of this man during the educational period. Therefore, it behooves us to adequately remunerate our salesmen, so as to protect our investment in them."

"Many utility executives have attempted to organize a sales program, but have not found the expected results forthcoming. It may be found that one big reason for these difficulties was the niggardly policy in compensation set-up whereby the earnings of the salesmen were arranged to compare with those of the office or clerical force. The better the salesman, the greater his monetary return is bound to be, and if he makes an exceptionally good record, he is bound to make more earnings than perhaps some of the sub-executives of the company."

"It appears to me that the industry has spent too little money in promoting its sales or new business departments. We have entered the age of selling and operators of public utilities will be as much concerned in the future in the development of a sales organization as they have been in production and distribution. The one supremely difficult thing in business is salesmanship."

Thomas F. Kennedy, who heads all Doherty salesmen, says:

TODAY is the day of the man who can sell. The usual error has been trying to get men too cheaply. If we employ a cheap man we can expect nothing but cheap results. The better the salesman, the greater his monetary return is bound to be. The industry has spent too little money in promoting its sales.

Where Good Lighting Is Good Decoration

Fixture and Lamp Studio in the New Home
of Pettingell-Andrews Company at Boston



Above: Curtained shelves
for the display of fine table
lamps.



Left: High quality fixtures
grouped in a separate room
are strikingly set off against
the background of green
and white.

Right: The commodious
reception room, furn-
ished in Old English
style; a feature is the
large Caen stone fire-
place where the glow of
an electric grate extends
a friendly welcome to
visitors. Leading from
this room are eight dis-
play rooms, each pro-
viding an appropriate
setting for a different
type of lighting fixture.



Increasing Washer Sales by Cultivating Small Town Market

Ten-Day Traveling Display Draws Large Attendance—
Sells 22 Washers and Gets Good List of Prospects

ONE of the striking facts brought out in the investigations made by *Electrical Merchandising* into the sales per wired home in one hundred communities was that in most of the smaller communities, sales per wired home were less than in the large centers.

As purchasing power is little, if any, less in these smaller cities and home conditions more favorable to the use of such appliances as the electric washer and ironer, the conclusion must be that this condition is due to less sales effort in these communities. The market is there, but the specialty selling activity necessary to equip these homes is lacking.

That there is more than an average good market for appliances in these smaller towns, is shown by this same survey where certain small communities show a high average in sales. On investigation, it is discovered that these communities reporting high average sales are also the places where there is at least one active dealer.

Receptive Market for Major Electrical Appliances

What is true in towns of 11,000 to 25,000 included in this survey is even more true of still smaller places. In towns of 1,000 and up, there is a waiting and receptive market for major electrical appliances not yet adequately cultivated. In other words, the dealer in the big centers has a market within his reach still rich in unskimmed "cream."

This brings us to the case of an appliance dealer who, a year ago, went after this outlying small-town business and proved the case.

The dealer in question is the New Jersey Appliance Company, Camden, N. J., who after a preliminary study of the outlying territory, picked on the town of Beverly,

Burlington County, N. J., as a promising place for trying out this extension of sales activity. Beverly and the surrounding country contains about two thousand families. In the town, a high percentage is served by the lighting company, but there are in the territory farther out, families without available current.

Appliance sales had not been actively carried on in Beverly and to

THERE are washer, cleaner and ironer sales in the small towns waiting for the enterprising dealer who will "come and take it."

This article describes a practical plan and one city dealer's experience in going into a smaller community for appliance business.

Frank A. Janney, president of the New Jersey Appliance Company, the district looked right for sales activity. An empty store was hired for a ten-day display, and demonstration and a line of appliances and a sales force were sent over from Camden.

The display consisted of electric washers, an ironer, vacuum cleaner, a full line of smaller appliances, bowl reflector heaters, irons, etc., and for the benefit of farmer visitors, a farm-lighting plant.

Tall screens carrying advertising which had done duty at fairs and shows formed a background and corrected the empty store appearance. The store window was left clear to give a good view of the brightly lighted interior and a washer placed operating on the sidewalk.

Before the show opened, newspaper advertising in the local paper had announced the ten-day exhibit

of the famous new blank washer, the revolutionary new blank electric ironing machine, the nationally-known blank cleaner, etc. Handbills carrying the same announcement were widely distributed, and a personal call was made on every house in the town of Beverly.

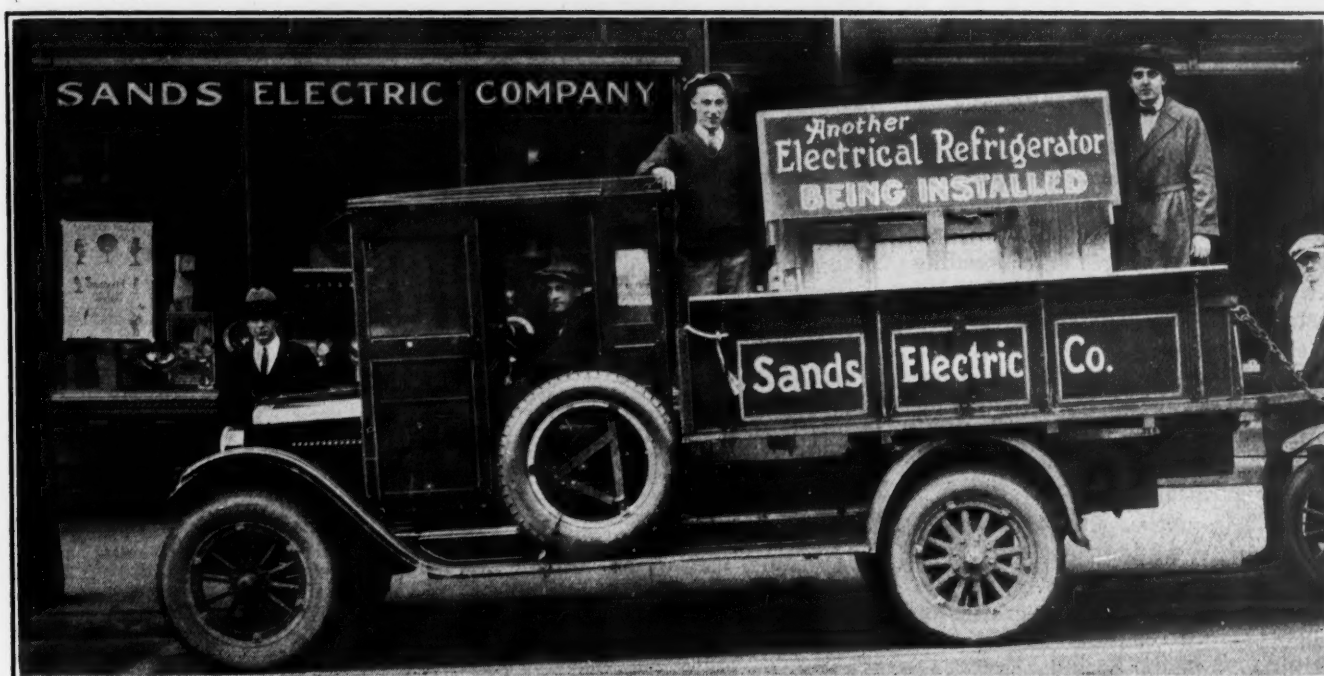
Now a display of this character gets a degree of real attention in a small town, which the city man does not always appreciate. In communities of a few thousand families there is not the continual selling stimulus of drives and campaigns and special sales and other bids for public attention that there is in the more competitive large center. A sale or demonstration of merchandise and especially of electrical merchandise in the small town becomes a community event and is talked about over back fences and at the grocery store.

However the New Jersey Appliance company did not rely entirely on this interest to pull the crowd. Motor cars were provided and went out into the outlying districts and brought the public in.

Five per Cent of Inhabitants Came to Demonstration

Flowers were given to all the lady visitors and complete and thorough demonstrations made. The weather was good except for two days of storm and in the ten days, five hundred people came in to see the demonstration. As there are considerably less than 1,000 wired homes in the territory reached, this is a remarkable percentage.

During the ten days' display, sales were closed for three washers, one ironer and one dozen smaller appliances. Within a few months, nineteen more washers were sold. In addition to these sales, thirty very good prospects were listed which the four local agents follow up, helped by periodical mailings from the company at Camden.



THE chief problem involved in selling the larger electrical appliances, especially those which are still in the pioneer

stage, refrigerators, ranges, ironers, dishwashers, is the man-power that will put them in the homes that are ready for them.

The manufacturers have done their part, appliances are developed to high standards of design and performance, prices are well within the means of a considerable percentage of the public and the public itself has been brought to the point of accepting the electrical way of solving home problems. But to reach this reception requires high-powered salesmen and that is the nub of the difficulty.

Salesman Is Weak Link in Chain

The salesman makes the difference between an appliance business that is highly successful and one that is only partly successful. He is at present the one weak link in the chain and the link that is being most anxiously studied by all the commercial executives in the industry.

A striking example of what the right man can accomplish in selling major appliances comes from Wheeling, West Virginia. The Sands Electric Company of that city has, in a year and a half, built up a very

Saying It With Signs

How Wheeling, W. Va., Dealer Has Sold Over 100 Electric Refrigerators in a Year and a Half

excellent electric range and electric refrigerator business and the man who built up this business was without previous selling experience.

This salesman, R. J. Wilson, came to the Sands company after an employment in the factories where the range and refrigerator sold by the Sands company are built.

Stresses Value of Factory Experience

We owe this account to V. Smith, appliance manager of the Sands Electric Company, and Mr. Smith lays stress on the factory experience which had given Mr. Wilson so thorough a mechanical knowledge of his products.

The Sands Electric Company has placed, in the last year and a half, over 100 electric refrigerators and a large quantity of electric ranges. This result Mr. Smith attributes to the mechanic salesman's knowledge and experience of his products backed by the high local standing and reputation of the Sands company.

When this company first took up refrigerator and range selling the prospects in Wheeling did not seem any too promising. The city has only 50,000 population; there is an

abundant supply of cheap natural gas to provide competition for electric ranges, and electric refrigerator prospects were marred

by the fact that a former experience of electric range owners in Wheeling had not been satisfactory.

Perfect Team: Refrigerator and Range

To combat this situation the first sales effort was concentrated on selling a group of the most influential men in town; men who lead opinion and whose example is followed. Every one of these leading citizens once sold is a "key" to other sales.

The effort furthermore was not to sell one or other of these appliances but to sell what the Sands company called the "perfect team" an electric refrigerator and an electric range. By this plan, the architect, when sold, became enthusiastic over the daily satisfactory performance in his own home and recommends the "perfect team" to his clients. The doctor recommends that baby's milk and the health of the family be protected, and foodstuffs cooked by the perfect team. The social leader proudly shows her electric refrigerator and electric range to her callers and points out that "electrical servants never talk back."

The results of this sales plan justified the initial work. The whole town caught the idea of "the perfect

team" and no home was judged to be really modern and complete without it.

A unique and simple way of advertising the fact that electric refrigerators were being sold and going into use in Wheeling homes was in capitalizing on every delivery. The truck delivering the refrigerator carried a large sign reading "Another electric refrigerator being installed." This was equipped with an electric siren, and driving through the main streets with the siren operating brought people to their windows and advertised the fact that another family had invested in electrical refrigeration.

This was further emphasized by a sign similar to that on the truck being placed at the front of the home where the installation was being made.

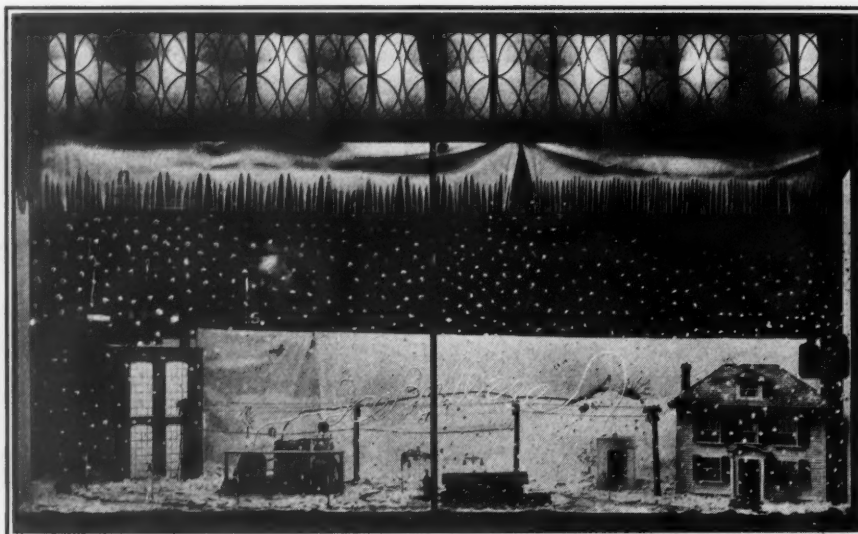
This perambulating signboard was the chief use of advertising. Newspaper space being used only indirectly in the advertising of the several electric homes and apartments promoted by the Sands Electric Company.

Home Electric Exhibitions Were Good Prospect Producers

These home electric exhibitions were run in co-operation with a furniture store and a builder. They were sure-fire prospect producers. In one electric apartment exhibited last May there were estimated to be between 10,000 and 15,000 visitors and many direct sales resulted. This is truly a remarkable attendance for a town of 50,000 people. The prospects were proportionately high.



How Sands says it with signs. When a refrigerator is sold, it is delivered on a truck carrying a sign which reads,



A refrigerator window from a New England central station. The frost-covered copper piping is bent to form the slogan

"Ice by Wire." Cotton snow and paper icicles reinforced the alluringly chilly picture.

Figures on Load Increase from Refrigeration

Ray E. Landers, new business manager of the Danbury & Bethel Gas & Electric Company, Danbury, Connecticut, is very enthusiastic over electric refrigerators. The accompanying figures from the New Business Bulletin of the H. L. Doherty Company, show the current and revenue increases derived from a number of installations sold by the Danbury New Business department.

Customer No. 1, small confectionery store with 6-hole commercial type unit installed January 1, 1925.

1925	Kw.-Hr.	
January.....	29	\$2.95
February.....	49	4.28
March.....	49	4.28
April.....	53	4.54
May.....	64	5.25
June.....	93	7.11
July.....	129	9.14
August.....	136	9.52
September.....	117	8.48

Customer No. 2, small drug store with one 6-hole commercial type unit installed in July, 1925.

	1924	Kw.-Hr.		1925	Kw.-Hr.	% of Incr.	% of Incr.
July.....	51	\$6.55	164	221.7	\$14.39	119.5	
August....	67	8.60	262	290.7	22.62	163.0	
September	85	10.91	203	138.8	17.67	61.9	
October...	96	12.31	194	102.0	16.91	37.3	

Customer No. 3, a large drug store with an 8-hole commercial type unit installed in April, 1924.

	1923	Kw.-Hr.		1924	Kw.-Hr.	% of Incr.	% of Incr.
April.....	118	\$14.62	446	278.0	\$45.73	212.1	
May.....	101	12.93	742	634.9	63.34	338.6	
June.....	110	13.82	637	479.2	56.85	311.8	
July.....	96	12.31	651	577.2	57.61	367.7	
August....	104	13.22	662	535.5	58.27	340.0	
September	112	14.02	633	460.1	56.56	303.4	
October...	132	16.02	561	324.3	51.98	224.0	
November	144	17.21	663	360.0	58.42	239.1	
December	201	22.89	875	335.1	71.48	212.1	

Customer No. 4, residence domestic type unit installed January, 1925.

	1924	Kw.-Hr.		1925	Kw.-Hr.	% of Incr.	% of Incr.
January..	41	\$5.26	232	465.2	\$16.43	212.0	
February.	108	8.60	232	114.9	16.08	86.9	
March....	150	5.33	186	24.0	12.73	136.0	
April....	167	6.67	148	11.4	8.74	31.0	
May.....	35	1.45	158	351.9	8.39	477.7	

Customer No. 6, residence customer using a domestic type unit installed July, 1925.

	1924	Kw.-Hr.		1925	Kw.-Hr.	% of Incr.	% of Incr.
July.....	18	\$2.31	87	383.0	\$7.92	242.6	
August....	19	2.44	105	453.0	9.43	286.1	
September	35	4.49	123	251.2	10.95	144.0	
October...	68	8.72	122	79.4	10.86	24.5	

Customer No. 5, residence customer using a domestic type unit installed August, 1925.

	1924	Kw.-Hr.		1925	Kw.-Hr.	% of Incr.	% of Incr.
August....	64	\$8.21	161	151.2	\$14.14	172.0	
September	76	9.75	180	136.9	15.73	61.4	
October...	90	11.54	180	100.0	15.73	36.2	

Customer No. 7, residence customer using a domestic type unit installed April, 1925.

	1924	Kw.-Hr.		1925	Kw.-Hr.	% of Incr.	% of Incr.
April.....	88	\$11.29	147	67.0	\$14.53	28.7	
May.....	62	7.95	147	137.0	12.30	54.6	
June.....	70	8.98	134	91.4	11.19	24.6	
July.....	60	7.69	158	163.1	12.69	65.0	
August....	57	7.31	140	145.3	11.32	54.9	
September	40	5.13	144	260.0	11.77	129.9	
October...	69	8.85	155	124.2	12.91	45.1	

"Another Electric Refrigerator Being Installed." A similar sign is placed before the customer's home.

Service Vital to Radio Selling

Nebraska Power Service Policy Builds Business for Entire Radio Trade in Omaha

By K. P. GOEWY

Salesmanager, Nebraska Power Company,
Omaha, Nebraska

IS THE radio department, as now operated, a profitable branch for merchandise operation by power and light companies?

This question has been asked of me many times. The frank, honest, correct answer, based on past operation, is—no! In fact, it would be rather the phenomenal exception if one could answer otherwise.

In the first place, radio is a business of only three tender years. The changes, or rather developments, have been rapid and sudden, and the average radio department of a central station has found it difficult to merchandise correctly and timely.

Lack of Radio Knowledge at Beginning

At the beginning of radio, sales were made largely to radio fans who knew more about the technique of the radio than the salesman. Undoubtedly many sales were made to customers who purchased solely for entertainment. Because of the lack of knowledge of the salesman, many misunderstandings arose.

Usually, when a guest arrived in a home where there was a radio, the general topic of conversation was radio. In due time the strange mechanism was called upon to perform, and like a child when called upon to do something that the family thinks unusual, and refuses to respond, the radio set failed to show its "tricks." Then came apologies and alibis, and the evening was spent at bridge.

After several such happenings the customer became far from a booster of radio, and other sales were affected. This condition existed in a great many localities.

The reason for this was clear; the person who sold the radio equipment did not have knowledge enough to really instruct the layman purchaser so that the radio could produce for the purchaser one hundred per cent efficiency.

Our company has recognized this situation for some time, and we have been battling to find a way to clear the atmosphere.

Radio Sets Receive Monthly Inspection

To combat this condition, our company now follows the practice of some very successful radio merchandisers and inaugurated a radio service department. Once each month, every radio set sold by our company has a thorough inspection and any parts needed are supplied, if the customer is agreeable. A card record is kept of each inspection call, and what, if any, parts or repairs were recommended or supplied. No charge is made for this inspection service on all sets which we sell. Parts and repairs are charged for at regular list prices,

plus an hourly charge for time. It is expected that the inspection service will help to sell sets for us, and at the same time all sets sold will perform properly at all times, thus serving as salesmen for sales to others.

Repair Service Will Cause Radio Profit

It is my opinion that this plan will function so that our radio department will produce a profit. However, that is for the future to tell.

The repair parts, plus the increased sales, will turn this trick.

Even if only the cost is covered, we feel we have accomplished something, for without proper service to radio owners, radio will never become a valuable part of the electrical appliance merchandising operation of a central station.

Hartford Company Co-operates with Radio Dealer



The above finely arranged radio apparatus display was photographed in the Ann Street window of the Hartford Electric Light Company, which lends this window to local merchants for one week each to illustrate the advantages of up-to-the minute illumination. Three branches of the electrical industry gain by this co-operation: the radio manu-

facturer, the dealer and the central-station, to say nothing of the jobber in cases where commodities are distributed through him. No better illustration could be given of the benefits of allowing ample space between articles shown in window displays instead of "crowding the stock room into the window" as is too often the practice.

Merchandising Ideas—From Men

An Automatic Salesman

There are many good opportunities to employ the resources of the handy man in an electric store. Out in Boise, in the salesroom of the Idaho Power Company they have a handy man and the other day his eye lit on the well-known Maxfield Parrish decalcomania sign of Edison Mazda lamps and he had an idea. He secured a tin marshmallow box—that is, the box was of tin—found a small socket flasher and a frosted lamp, cut the top out of the box cover and substituted a pane of glass over which the sign is pasted and the result shows in the picture. It is a most attractive transparent sign and there are two of them there on the lamp counter winking at everybody who comes in the store.

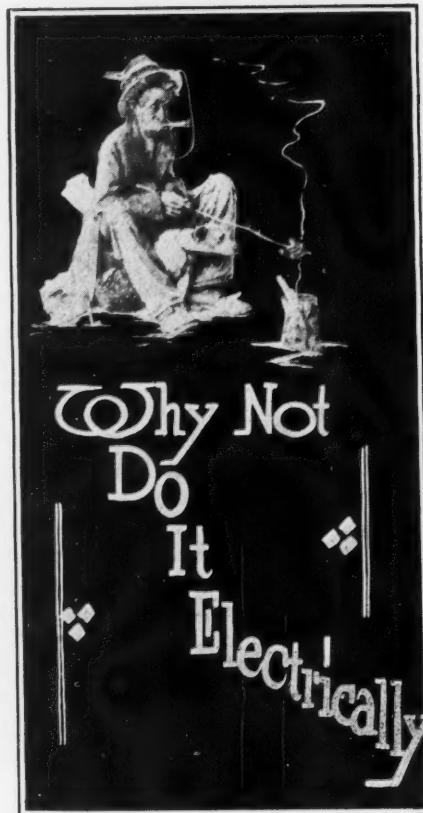
At the lamp counter is also another product of the handy man. There is a lamp rack installed in the wall cabinet which displays two rows of lamps. These are connected to a key board which is mounted on a conduit frame at the front edge of the glass show case, a long key board with a toggle switch to operate each

lamp in the rack. Behind each switch is a card under the glass that tells the size of the lamp and what it costs to burn. The customer stands and plays with the keys and tries them all and then decides to try a few of the little round bulb flame tints in the living room. This key board is making many added sales.

Mirrors for the Fixture Display Room

One western dealer has added greatly to the beauty of his fixture display room by covering the tables which are placed at intervals about the room with mirrors, bordered with a frame of cretonne and wicker braid. The mirrors reflect the fixtures above them, giving a new angle of vision to the customer and often showing up aspects of beauty which would otherwise be overlooked. The effect when the entire display of fixtures is lighted is both unusual and very attractive.

The first thing seen by customers entering the store are the reflectors.



Signs at Small Expense

By using a picture from the front cover of the *Saturday Evening Post*, W. J. Ball, president, The Tri-City Electric Company, Moline, Ill., produced this effective sign. The illustration over the lettering, "Why not do it electrically," produced an inexpensive sign that was a real attention-getter.

Charity as an Aid to Washer Business

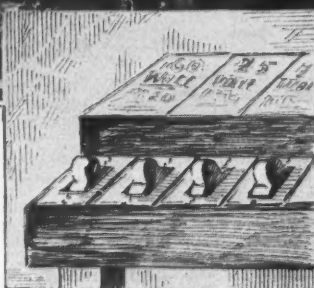
Charity and business do not often go hand in hand, but that very thing was accomplished by the Coleman Electric Company, of Allentown, Pa., which just ended a very successful campaign for the sale of electrical washing machines. Mr. Coleman, as part of the campaign, gave a cash allowance for every old washer turned in for a new one.

Coleman soon discovered a profitable way to "store" some of the old machines. He offered to donate one of the old machines to every needy family that applied to the store or to the Associated Charities.

Newspapers are always ready to play up "charitable ideas" and the free advertising and publicity given Coleman by the local papers more than paid for the allowances made on the old machines given away.



A tin marshmallow box, fitted with a small socket flasher, frosted lamp, and glass cover, over which the sign is pasted serves as an excellent means for calling attention to Edison mazda lamps. Note boxes on top of wall case. Also, switch keyboard behind show case for turning on the various lamps in the lamp rack.



men Who Have Cashed In on Them

Try This on the Next Electric Refrigerator

A Port Huron, Michigan, dealer has a novel way of delivering electric refrigerators.

They are connected up and run for several hours before being taken to the customers' homes. When delivery is made the boxes are cold and the trays filled with ice cubes.

A Handy Chart for Figuring Selling Price and Margin

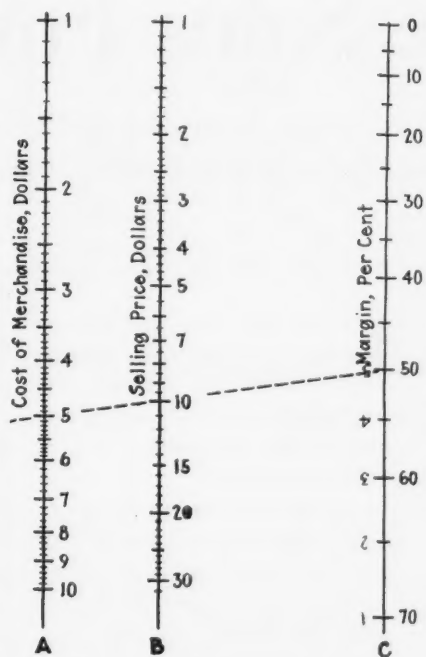
Here is a handy chart for quickly computing what the selling price of an article should be, when the cost and the percentage of "margin" are known. For example:

If the cost is \$5, and it is decided to add a margin of 50 per cent (figured in terms of selling price), then by running a straight line on the edge of a card between the \$5 cost (Column A) and 50 per cent margin (Column C), the intersection with the selling price (Column B) gives the selling price as \$10.

If on the other hand, the cost and selling price are known and the margin is to be figured, one has simply to find the cost in Column A and the selling price in Column B. Run a straight line through those two prices and the intersection with Column C gives the margin. Thus, in this chart the dotted line shows that if the cost is \$5 and the selling price \$10, the margin is 50 per cent.

As will be noted, this chart is reduced to the utmost simplicity. No calculation whatever is required.

The range of the chart is great enough to provide for almost any problem. By simply adding ciphers to the figures in Columns A and B the chart will take care of almost any amount. Thus, if the cost were \$50 instead of \$5, and the selling price \$100 instead of \$10, the same dotted line as shown on this chart would give the margin as 50 per cent. If the cost were \$500 and the selling price \$1,000, the same dotted line would give the margin as 50 per cent. It must be remembered, however, that the same number of ciphers must be added in both Columns A and B. Thus, if one



How to Figure Price

This chart enables the selling price or margin to be quickly determined without figuring. A straight line drawn between the cost and the margin wanted shows the selling price on the center column.

cipher is added to Column A, only one cipher can be added to Column B. The chart has been copyrighted by W. F. Schaphorst of Newark, N. J.

Inspection vs. Servicing

The Chinese doctor is paid so long as his patients remain well and is out of pocket the minute any illness arises. Similarly the purchaser of an electric washing machine regards the maintaining of the machine in good condition as more important than the remedying of ills as they arise.

It is with some such thought in mind that one western dealer has adopted the principle of making periodic inspections of all important electrical equipment sold. He does not wait for a service call, but sends his men out at regular intervals to see that the appliance is working properly. It is surprising how frequently it is discovered that the housewife does not really understand the equipment and is either not getting the best service from it, or is persisting in a practice which will soon bring the machine to the repair shop.

Furthermore, the inspector is in a position to suggest additional appliances. The hardest step in appliance selling is often getting into the house and getting the housewife's attention. The inspector has this advantage.

Windows and Entrance Put to Work in Live Display



Progress in washing machine design was shown in a striking display recently by the Conrad Electric Company, Springfield, Mass., which featured a hand-operated outfit of the vintage of 1910, an oscillating motor-driven product of only five years ago, and a 1925 model machine. The 1920

model was plugged into a baseboard outlet inside the door of the shop and attracted much amusement by its contortions when at work. From the smile on the proprietor's face, the chances are that a good prospect is not far away. The display attracted the attention of all passers-by.

Every Employee a Part of the Sales Force

A Policy of the Public Service Company of Northern Illinois, Which in One Year Made 5,182 Additional Sales Totalling Over \$300,000

"EVERY central station employee a part of the sales force," is a productive idea applied during the last twelve months by H. B. Fisk, manager of retail merchandising for the Public Service Company of Northern Illinois.

This utilizing of the latent sales power in all contacts with the public of operating and office employees has been a great factor in the success of the "more-and-better-business campaign" launched by the Northern Illinois company in December, 1924.

Used Only for Leads

The services of the auxiliary sales force are used only for lead-getting. Sales are followed and closed by regular members of the sales staff. All employees (except salesmen and sales clerks) are paid a bonus for prospects resulting in sales at established retail prices. Prospect cards are obtainable from the district managers or heads of departments. These cards are furnished in duplicate. If an employee creates a prospect for any of the many electrical appliances handled by the sales department of this company, he simply fills out the prospect form in duplicate and turns it in to the head of his department. These cards are immediately routed to the sales department and given to the proper salesman. When the sale is

IN the last year, the Public Service Company of Northern Illinois has enlisted the co-operation of all operating and office employees in a sales campaign.

Meetings were held, simple sales catalogs prepared for the instruction of these sales auxiliaries, and bonuses were paid for leads.

In twelve months, 1,373 employees turned in 10,668 prospects; and 5,182 sales resulted, totalling over \$300,000.

closed, the employee receives a cash bonus as follows:

Curling Iron, \$.25; Dish Washer, \$1; Fan, \$.50; Grill, \$.25; Hair Dryer, \$.25; Heating Pad, \$.25; Hot Plate, \$.25; Iron, \$.25; Soldering Iron, \$.25; Ironing Machine, \$2; Portable Lamp, \$.50; Table Lamp, \$.50; Sewing Machine, \$1; Sewing Machine Motor, \$.25; Percolator, \$.25; Radiator, \$.25; Range, \$3; SerV-el Refrigerator, \$10; Toaster, \$.25; Coffee Urn, \$.25; Vacuum Cleaner, \$1; Vibrator, \$.25; Waffle Iron, \$.25; Washing Machine, \$2.

The Public Service Company of Northern Illinois, serves a vast territory of 210 communities circling and to the north of Chicago, 6,000 square miles in all. For convenience, this territory is divided into twelve districts.

This company has on its pay-roll a total of over 3,100 employees. Of this number, just about $\frac{1}{3}$ or 1,373 availed themselves of this opportunity to earn a little "pin money." During the period of the last twelve months, 10,668 prospect cards were turned in; 5,182 of the prospects were turned into sales totalling over \$300,000. A total of \$6,010 was paid to employees in the form of cash bonuses for these live leads.

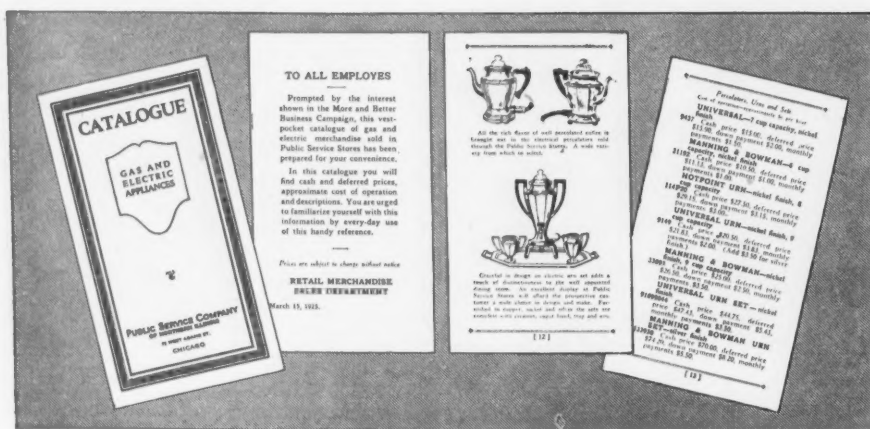
The bonus for the employee's interest in the sales was paid the first and fifteenth of each month. Forty per cent of all these sales were for cash. Most of the appliances sold were kitchen units and electric irons; electric refrigerators and other large current consuming devices were also sold from these leads.

How the "More and Better Business" Campaign Started

In the 210 communities there are but two daily newspapers for advertising purposes. Therefore, it was necessary to resort to the usual weekly newspaper, broadsides, and house-to-house canvass to produce quantity merchandise sales of current-consuming devices.

The figures of 1924 were carefully scrutinized and showed that some inexpensive means should be found to increase appliance sales. A number of contest ideas were investigated but not adopted because these only interested the sales department. It was therefore decided that a scheme should be hit upon in which all of the employees of the company could participate.

The "More-and-Better-Business" campaign for 1925 was then inaugurated. First, the president of the company was asked to hold a meeting



Four pages from the manual issued to the office and operating employees to give them the necessary information rel-

ative to the selling of appliances, lamps, etc. The manual showed prices, cost of operation, and was illustrated.

of the general managers to explain his wishes to increase business. The vice-president then announced the "More - and - Better - Business" campaign together with the plans for its continuance.

Each district was allotted a quota. Lieutenants were sent to address the district meetings. One of the most effective arguments used by these speakers in enlisting employee interest in the merchandising sales of the company was that of "mutual benefit." "As the load increases, so also does your chance for a better job," it was pointed out.

A chart was posted in the general office showing the standing each day of the district and the sales departments were urged to enthuse their fellow employees to send in prospects.

Lead Cards Provided

The "More-and-Better-Business" prospect card was furnished each employee who filled in the customer's name and address, checking off the item that the customer was interested in. This prospect card was turned over to the sales department which completed the sale.

The results have been so satisfactory that this plan will be continued through 1926. Results have been counted not only in an increase in merchandise sales but still more in the education of all employees in the company's aims and policies and in the great service and benefit rendered by the use of electrical appliances and better lighting.

R. S. D. II
MORE AND BETTER BUSINESS
Prospect Card

NAME: Mrs. L. Pierce
ADDRESS: 112 So. Elm St.
CITY: Lake Forest

PROSPECT FOR:

CURLING IRON	ELECTRIC	CLOTHES DRYER	GAS
DISH WASHER	FACTORY LIGHTING	IRONING MACHINE	WASH. RADIATOR
FAN	MOTOR	GARAGE HEATER	KITCHEN RANGE
FIXTURE	SEWING MACHINE MOTOR	RADIANT HEATER	HOTEL RANGE
GRILL	PERCOLATOR	TANK WATER HEATER	RESTAURANT RANGE
HAIR DRYER	SPACE HEATER (RADIATOR)	STOVE WATER HEATER	
HEATING PAD	RANGE	HOUSE HEATING	
HOT PLATE	SEWING MACHINE	BRVANT BOILER	
IRON	REFRIGERATOR		
SOLDERING IRON	TOASTER		
IRONING MACHINE	VACUUM CLEANER		
KITCHEN UNIT	VIBRATOR		
PORTABLE LAMP	WAPPLE IRON		
STOVE LIGHTING	WASHING MACHINE		
WINDOW LIGHTING			

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

DATE: _____

INSTRUCTIONS—Check with (X) appliances customer needs. Fill out in reverse side for special instructions. Forward both copies to District Chief Salesman.

EMPLOYEE'S SIGNATURE: _____

DEPARTMENT: _____

Chief Salesman

During the "More-and-Better-Business" Campaign of the Public Service Company of Northern Illinois, the employees

were given lead cards on which they entered the information needed by the sales department regarding their prospects.

Hartford Electric Light Company Declares Unique Dividend

"In accordance with the vote of the directors of The Hartford Electric Light Company given below, you will receive a *customers' dividend* in the form of a 50 per cent discount on your October bill."

The directors' vote referred to above is as follows:

"WHEREAS, during the past year the expenses of the Company have been abnormally low, due in part to the absence of any expensive or major items of repairs, and in part due to a coal price lower than any of recent years,

AND WHEREAS, this has resulted in earnings of approximately

5 per cent more than required for interest, dividends and a moderate surplus for the year,

AND WHEREAS, it has always been the policy of the Company to give its customers as quickly as possible, the benefit of all reductions in its cost of making and distributing electric current,

NOW, THEREFORE, BE IT RESOLVED, That in lieu of a rate reduction of 5 per cent which the possibly temporary nature of the reduced expenses would make appear to be premature, the executive officers be authorized to give to its customers a discount on their October bills, which discount shall amount to 50 per cent of same."

Ottawa, Ill., Company Equips and Stocks Model Sales Room for Only \$5,000



At a total cost of under \$5,000, the Illinois Power and Light Corporation recently opened in Ottawa, Ill., a completely equipped and stocked retail appliance store designed as a model for electrical shops in Ottawa. Both the front windows and the show, wall and lamp cases in the store are all equipped with reflectors so that all may be seen plainly from the street at

night. Every five feet along the baseboard is a receptacle for attaching appliances. Every ten feet at a height of seven feet a wall outlet is installed over a small shelf for displaying fans in summer and boudoir lamps in winter. Just inside the door is a cozy corner furnished with a 6 ft. by 9 ft. rug, a wicker settee, rocking chairs and table for the comfort of the customers.



The total cost of equipment was \$2,616.51, and an inventory of the merchandise carried at a recent date showed a total of \$2,249.12. An itemized inventory of stock follows: Washers, \$370.80; ironers, \$104; cleaners, \$150; lamp bulbs, \$764.22; table, floor and boudoir lamps, \$73.43; heating devices, \$190.66; fans, \$444.95; fuses, \$46; and irons, \$160.06.



Store Management and Golf

¶ Stocks must be reduced. ¶ More intensive selling policies must be adopted. ¶ Credit must not be so freely given. ¶ Cost your goods. ¶ Know your overhead. ¶ Business is better but electrical men are three jumps behind.

By W. J. BALL
Tri-City Electric Company
Moline, Illinois

YOU pay dues to belong to a golf club. Some folks pay for the privilege of playing golf, but most members pay for the privilege of enabling others to play," says Charles E. Carpenter of the E. F. Houghton Company.

I am wondering if a lot of us are not paying for the privilege of permitting others to play at the electrical game, by not having laws and ordinances to protect ourselves. I do not play golf, but believe that if I had played it for twenty-five years, as hard as I have tried to manage an electrical business, I could be a one-armed champion by this time.

Carpenter also says: "A golf course is composed of nineteen holes, eighteen of which are legal. One of the principal faults of golf players is standing too close to the ball after the stroke." This makes me wonder if the help we employ are efficient. If you tell your foreman, bookkeeper, or the boy who washes your windows *how you want it done once*, that should be sufficient, or you should find someone to take their place.

An employee who will criticize a method that he is using in your business, and does not have a better method to substitute, deserves no place in your organization. Don't stand too close to the ball after the stroke, for if you do not get a new ball, your directors may get a new club.

I believe that business is improving, but I also believe that the electrical people are about three jumps behind, in spite of the fact that they

think they are most highly organized.

Business is changing, and the quicker we begin to adapt ourselves to new conditions, the more successful we will be. There are no chain electrical stores as yet in this vicinity, but there are chain grocery stores, meat markets and even chain hamburger stores, and they are indirectly affecting your business, by depriving *your* good customers of *their* business. You have got to meet these conditions by lower costs and better business methods, and this all comes back to you—the manager of the store.

Credit Too Freely Given

I believe, in fact I know, that stocks must be reduced and that more intensive selling policies must be adopted, credit must not be so freely given. Why let a man you don't know walk out with a \$100 radio set on credit? Better hand him \$100 out of the cash drawer, as he will not have nearly as much trouble with it, and you may get it back without depreciation.

There are some people that actually believe that goods cost more in a large store than a small one, that because things are clean they must be expensive, because the manager wears a white collar that he must charge high prices, but I believe that this is our own fault, because we have, as an industry, permitted the curbstome dealer to exist and this remark is especially aimed at the double-crossing jobber and manufacturer, that keeps on feeding him in spite of his insolvency.

Cost your goods before they go on your shelves. Cost each job, so that your estimator will know where and how it comes out. Know your overhead. Business is coming back right now, and if you have figures relating to your own business, they will tell you what to do.

We have cut our expenses in our two stores \$15,000 this year, and we know from these figures how to cut them at least \$2,000 more. With this curve going down and the business curve going up, we know there ought to be a profit in between.

I have heard of a concern that thinks it made about \$20,000 last year, but it counted its salaries in this, which is ridiculous. Another asked me to help figure its income tax report, and thought it had made \$5,000 but did not include its capital stock account, which is a liability. It broke even or less, and then went bankrupt.

When we make money, we are not so much concerned as to how we made it, but if we lose, it behooves everyone of us to find out where it went and to stop the leaks. I got \$500 back not over six months ago from a knockdown counter man, and a smaller amount a short time before that from another one, and everyone in our stores knows it, and they also know that the next one caught is going to the pen, if I can put him there, but we have changed our system and made it harder for an employee to do this.

Business is better and you can do *your* part to make it better for *you* by stopping the leaks.

This Electrical Department Justifies Expensive Display Space

Some Ideas That Sell \$100,000 Worth of Electrical Goods Annually for the Lion Dry Goods Company of Toledo, Ohio

THE electrical department of the Lion store, large dry goods and department store in Toledo, Ohio, occupies perhaps the most valuable space in the building. It is located on the first floor of the building, with one of the main entrances leading through the section. One large display window is given over entirely to electrical goods. The space occupied is about twenty feet wide and perhaps fifty-five feet in depth.

The unusual thing about this location is the fact that the company realizes the importance of electrical goods in the modern department store. As the electrical section has been occupying this place for more than four years, having been moved up from the basement, it is returning satisfactory profit from the costly location which it occupies. That's important too, for the reason that too many stores carrying electrical merchandise as a sideline push it off to a secondary position, believing that the public will find it if they want electrical goods; and believing also that electrical appliances don't sell on sight to the extent of devoting high-priced display space to them. The Lion store, however, believes that this is not the case.

Surprising Amount of "Spur of the Moment" Sales

But read what L. R. Bell, manager of the electrical department of the Lion store, says about "spur of the moment" sales: "It is surprising how much merchandise we sell here to people who simply see it displayed and become interested—people who just pass through on their way to other departments in the store. By keeping at least one article of every line we carry displayed prominently—where people see it even if they do not stop here on their way to the other sections of the store—we are able to maintain an excellent turnover and to gradually increase our profits. Our turnover, considering the slow-movers as well as the others, is about five times a year, with some lines, such as floor lamps, bulbs and fuses, running considerably better.

Our annual business amounts to around a hundred thousand dollars, with a promising gradual increase."

Lamps and Bulbs Sold by Suggestion

Floor and boudoir lamps and bulbs are the fastest sellers and the easiest merchandise to sell in the Lion store electrical department, Mr. Bell says. The entrance to the department from the street is near the center. From the entrance, and to a point some forty feet straight back, the entire right side of the floor is devoted to displaying floor lamps. The place is kept immaculately clean and the lamps are lighted at all times, making an impressive display. It is so easy for customers, in passing through the aisle to the main store, to stop and admire the brilliant display of lamps. Inquiry as to prices and terms often results in a sale then and there; if not, there is usually a

second visit from the interested customer.

There is a raised platform, about a foot high, in the remainder of the space on the right side of the department, and this is given over to electric ironers and washing machines, with a few vacuum cleaners brought in occasionally.

To the left of the entrance, for almost the whole length of the section are to be found the boudoir lamps. Built against the wall and carefully decorated are a series of staggered, step-like display shelves. They are built upon a superstructure which comes to about the height of the display cases in front of them. There are four different "steps," each about a foot in height, extending from the top of the superstructure to the uppermost part of the display. The superstructure itself is cased in and is used largely as storage for surplus stock often needed during the course of a big day's selling.

Distinction Added by Use of Lighted Lamps

The boudoir lamps, which are likewise lighted, are distributed along these shelves from one end to the other, so that they not only aid in selling themselves but add distinction to the whole side of the department.

THE LION STORE

ELECTRIC SHOP, ADAMS ST.

Now--and for a limited time only--



\$2 Deposit **On The Club Plan**

will bring you a new, modern

National-Electric Desk Table Sewing Machines

Why Let An Old Machine Make You Old Too? Here's an exceptional opportunity to secure one of these beautiful electric machines. On the Club Plan you pay out of Budget—or even Pay Money. Choice of either Vibrator or Rotary type—both models.

"National" Portable Electric
Laboratory Club Special \$24.95
\$1 A WEEK

With Automatic Tension
Two-Thread Lock-Stitch Automatic Tension is a revolution. The "National" is one of the best sewing machine buffers, and the best in a small it may be almost disregarded. The motor stimulates the

A Whole Year to Pay for a Beautiful Console Rotary
Also we will take your present sewing machine as part payment for any new, table or console electric in our great stock. Now is the time to join this club. No cash-out fees.

Leave your hemstitching to be done while you shop!

THE LION STORE

SUMMIT, ST. CLAIR, ADAMS STREETS

Just Three More Days!

Term Offers

In an extraordinary Sale

A Real Old-Fashioned Club Plan Sale of Electric Sewing Machines

—The money-saving opportunity that so many thrifty women have waited for. —Nationally known products —the maximum value at a minimum price. Choice of 3 Big Special Club values.

No Due—No Fees!
—Club Terms make it a first one of the best electric sewing machines—and pay out of Budget—or even pin money. Every machine fitted with National Hamilton-Beech motor. No la-zing possible.

Let An Old Machine Make You Old Too!
We are three months that may choose from. All Club Plan.

Very best lightweight V. S. Electric on portable base
—Club Sale Special at **\$31.50**

On Club Plan \$5.50
First Payment Then \$4 a month for 6 months.

New Table-Stand ELECTRICS with AUTOMATIC TENSIONS

Two-Thread Lock-Stitch Automatic Tension is a first! Rotary—Club Sale \$61. Club Terms as of a month.

Club Plan Sale is positively limited. Only a definite number of machines are available. Choose your machine every will be made in order of purchase. Hemstitching and Piecing done promptly.

LION STORE

Probably one important reason why the Lion Store's electrical department justifies its expensive location is in the way

it advertises. It concentrates on only one idea at a time—and it gets that idea over.

"It is the custom in this section," explained Mr. Bell, "to suggest light globes and fuses to every customer. If someone buys a new lamp, a curling iron or a percolator, we have found that it pays to ask if she needs some new bulbs. We keep displays of bulbs on the showcases—one every few feet—so that the salesman or saleslady who suggests the bulbs may have a display set convenient. The suggestion and the display almost automatically leads the customer to examine the interesting layout of samples. There is a price list on the back of each display set, so that a sale easily follows without delay.

Every Sale Furnishes the Cue for Another

"In selling bulbs we always ask the customer if she doesn't need some new fuses. Often such a question reminds a person of the penny that was inserted several days previously to do the work of a burned-out fuse. A sale follows with little effort.

"Little things like this in selling makes our department justify itself in this expensive location. These are some of the things that sell electrical merchandise on sight. Our experience shows that a person does not

L. R. Bell, manager of the electrical department of the Lion store, Toledo, Ohio, says:

"It is surprising how much merchandise we sell here to people who simply see it displayed. Also, in selling lamps, we always ask the customer if she doesn't need some new fuses. Sales usually result."

have to make up his or her mind in advance to buy an electrical item in order for us to sell to them. Suggestions sell electrical articles the same as they sell ice cream, tooth brushes, or magazines."

Cut Prices Not Necessary

Another thing the Lion store does differently is that it does not use cut prices as an attraction to bring people to the electrical department. "Once in awhile we make a special of some smaller appliance," explained Mr. Bell, "but this is not a general practice with us. We carry principally nationally known merchandise, much of which has the retail selling price featured in the national

advertising. In such cases we stick to the advertised prices as a rule. With our display facilities and our suggestive selling we do not find it necessary to feature the price aspect. Getting prospects interested and closing the sale while the interest is there are more important than screaming prices."

Larger Appliances Sold by House-to-House Men

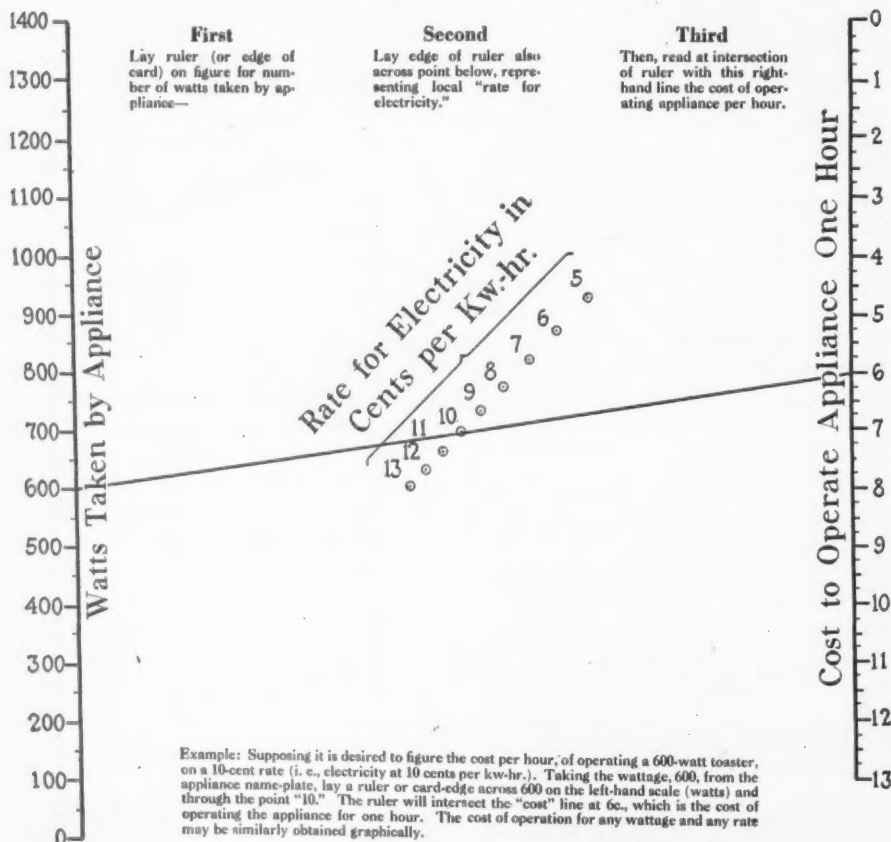
Although the company sells a considerable number of washers, ironers and cleaners, they are not as important in the year's business as lamps and the smaller merchandise. These three articles are sold by house-to-house men, who are paid a commission and salary. Extended payments are offered in connection with this merchandise, as is likewise the case in the higher-priced floor lamps. Lamps, however, are sold only in the salesroom by salaried employees.

The store uses specialty salesmen in placing vacuum cleaners and as a rule, it has found this plan satisfactory. A manufacturer's demonstrator is with the electrical department permanently for showing the ironer and washer. Demonstrations are often conducted in the window, and almost always, during shopping hours, a demonstration is in progress on the platform on the sales floor.

No better illustration of the value of proper display in selling electrical goods in non-electrical stores can be found than the jump in sales when the Lion store electrical department was moved from the basement to its present location four years ago. Although the actual figures are not obtainable, it is a fact that sales made a substantial jump immediately following the move, and since then this department has been a highly profitable rather than a doubtful one.

Mr. Bell has been managing the department for about three years.

How to Figure the Cost of Operating any Appliance



Working with the Local Paper

The G. A. Webster Electric Company of Youngstown, Ohio, co-operated with a local newspaper's circulation campaign. Persons sending in a coupon for a six-months' subscription to the paper, could purchase from the electric company a \$7.50 toaster for \$4.95. The co-operating merchants were given space in a two-page spread that featured gifts of high quality.

A Good Advertising Slogan Is a Retail Asset

Some Examples from Leading Electrical Merchants—
Where and When to Use Them

By ERNEST A. DENCH

PUBLICITY experts maintain that a constant change in advertising copy is essential to successful selling. Some electrical retailers take this advice too literally. In their search for an advertising device by which to express the store personality, their choice often falls on the slogan. All well and good, but (yes, there's always a *but*, or an *if*, to take the joy out of life) they have swallowed the constantly change-of-copy creed hook, line, and sinker. One store we know in a medium-sized city, has had ten different slogans within the past twelve months—and the end does not appear to be in sight.

Changing the slogan too often is almost as bad as having your store front painted with a new name over it at frequent intervals.

The function of the slogan is repetition, so that it will be eventually remembered.

Good Slogans Hard to Get

Good slogans with a punch, and of the easy-to-remember kind, do not grow on trees, just for the picking at harvest time. Some times, a peachy example is a flash of inspiration, but more often it is perspiration, juggling with the words until the idea example is discovered.

It took us almost a year to corral and sift out some effective slogan examples from a mass of commonplace ones. We have classified them under several main headings so that you may instantly refer to the kind of slogan you are seeking. Even then it may not apply exactly to your store, but it will give you a lead—and a little hard thinking on your part will do the rest.

Slogans by electrical retailers fall under five leading classifications, of which the store's specialty is fore-

most, if the greater number we have garnered is any indication. The labor-saving appeal follows a close second.

What Is Your Specialty?

The specialized electrical shop is no novelty these days. It may sell only one line of electrical merchandise, or, on the other hand, in your particular case, possibly you specialize in some line of merchandise or repair service. Whatever it is, the *right* slogan will carry your message to the territory you tap. Here are some:

OUR FIXTURES GIVE THE RIGHT FINISHING TOUCH TO YOUR HOME

*Lang Electric Fixture Company,
Vancouver, B. C., Canada.*

THE HOME OF QUALITY FIXTURES

*Bowley Electric Company, London,
Ont., Canada.*

THE WAY TO BETTER LIGHT

Gilford Electric Company, Hartford, Connecticut.

ELECTRIC AND GAS FIXTURES OF DISTINCTION

*City Lighting Fixture Company,
Camden, N. J.*

NOTICE THE LIGHTING EQUIPMENT

Edmund A. Condon, Buffalo, New York.

WIRE FOR US—WE'LL WIRE FOR YOU

Raymond Electric Company, West Park, Cleveland, Ohio

RADIO SERVICE, QUALITY, SUPPLY

D. X., Inc., Newark, New Jersey.

WE SWEEP THE STATE

Jamouneau Vacuum Cleaner Company, Newark, New Jersey

BULLOCK'S FOR WASHERS

The Bullock Company, Oakland, California.

LAUNDRY APPLIANCES OF CHARACTER

Good Housekeeping Shop, Dayton, Ohio.

COOK BY WIRE INSTEAD OF FIRE

Washington Water Power Company, Spokane, Washington.

COMPLETE ELECTRICAL SERVICE FOR THE MOTORIST

Starter and Ignition Service Company Rochester, New York.

WE REPAIR EVERYTHING ELECTRICAL

Costello, Crowe and Bellamy, Ottawa, Ont., Canada.

IF IT'S ELECTRICAL, WE DO IT

J. C. Harding and Company, Inc.

LET WHITE AND ENSLEY MIRACLE

*Workers Do It
White and Ensley, Phillipsburg, N. J.*

THE TIP-TOP ELECTRICIANS

F. H. Hadfield and Company, Durban, South Africa.

IF YOUR TROUBLE IS ELECTRICAL, WE CAN FIX IT

Vaile Battery Company, Fort Smith, Arkansas.

HAVE WE WIRED YOUR HOUSE?

Collins Electrical Company, Springfield, Massachusetts.

WIRE FOR US, AND WE'LL WIRE FOR YOU

Star Electric Company, Bridgeport, Connecticut.

The Labor-Saving Argument

The labor-saving argument is the preliminary move to ringing up the sale on the cash register. If you are in a neighborhood where the percentage of electric light consumers is comparatively small, due to so many old houses not wired, or homes equipped with few electrical household conveniences, you cannot hit upon a better choice of slogan theme. It can be blended with the personality of your store, as some of the following examples prove:

WIFE-SAVING STATION

Household Electrical Co., Boston, Massachusetts.

WHEN your slogan is pointed, brief, and is used regularly—

It gives continuity to all advertising; it adds personality to a business, and becomes an asset of real value.

Labor-saving arguments, service statements, and store location, can all be presented in slogan form.

THE HOME OF A THOUSAND ELECTRICAL COMFORTS

Woodland Electric Company, Norristown, Pa.

ELECTRIC HELPS FOR THE HOME

The Stroud-Michael Company, Ash-tabula, Ohio.

SPECIALISTS IN ELECTRICAL LABOR SAVING DEVICES FOR THE HOME

The Currier-Jeffrey Company, Ot-tawa, Ont., Canada.

ELECTRICAL HANDS FOR THE HOME

Universal Electric Company, Ger-mantown, Philadelphia, Pa.

DOMESTIC EFFICIENCY EXPERTS

Brown and Pierce Company, Inc.

GIVE THE WIFE A SQUARE DEAL

City Electric and Appliance Com-pany, Bay City, Michigan.

ELECTRICAL CONVENIENCES AND RE-FINEMENTS

Walsh, New York City.

THE HOME OF MODERN ELECTRICAL HOUSEHOLD APPLIANCES

Louis Kalischer, Inc., Brooklyn, New York.

THE PLACE TO BUY ELECTRIC LABOR SAVING APPLIANCES

Public Service, Newark, N. J.

Old Man Specific and Service

What constitutes service is a much debatable point. It has less force than formerly because it is subject to much abuse. It reminds us of the line in a certain song, "when they don't mean what they say." Every business man can promise service, but it is quite another thing to live up to it. The word is used in many businesses because it sounds impressive, but just exactly what it is, and where service should end or begin, is another matter entirely.

If you can't be specific, cut out any mention of service. Slogans which promise a whole lot and yet convey nothing are *The House of Electric Service, Electrically at your Service, Yours for Service, and Service First.*

Here are a few specific service slogans to convey what we have in mind:

CLARK'S 100 PER CENT SERVICE WITH EVERY APPLIANCE

Arthur Clark, Newark, New Jersey.

INTELLIGENT ELECTRICAL SERVICE

Hobrechts, Sacramento, California.

MAC THE MOTOR MAN—24-HOUR ELECTRICAL SERVICE

McIntyre, Sacramento, California.

If you are located down a side street, or if you have recently changed your business location, or there is an easy way to identify your store, the location type of slogan is not to be passed up. Look over this little collection for a possibility among them:

AT THE SIGN OF THE GREEN CANDLE

Rusterholtz Electric Company, Erie, Pennsylvania.

SEVENTEEN SECONDS SOUTH OF SEVENTH
Newbury Electrical Corporation, Los Angeles, California.

211 MORRISON, NEAR FIRST—LOOK FOR THE SIGN ELECTRIC

Evinrude Electric Store, Portland, Oregon.

CHARLESTON'S BRIGHTEST SPOT

Rubin Electrical Company, Char-leston, South Carolina.

THE STORE BEAUTIFUL

Edison Construction and Supply Dept., Erie, Pennsylvania.

ELECTRICAL STORE BEAUTIFUL

Gee Electric Company, Wheeling, West Virginia.

Buying from an Electrical Store

With strenuous competition from hardware house furnishing, furniture, departmental and even drug stores, the exclusive electrical retailer has aggressive competition on all sides of him. In such cases knocking will react in the opposite direction from that intended. In a dignified way, you can employ a slogan to herald the advantages of purchasing appliances from a highly specialized store such as yours.

This is how some stores have tackled the problem in slogan form:

BUY YOUR ELECTRICAL GOODS AT AN ELECTRICAL STORE

Electric Company, Jamestown, New York.

QUALITY ELECTRICAL SHOP

Stallings and Crawford, Parsons, Kansas.

ELECTRICAL GOODS BOUGHT FROM ELEC-TRIC STORES ARE BACKED BY EXPERT ELECTRICAL SERVICE

The Electric Shop, San Luis Obispo, California.

IF YOU WANT THE BEST, WE'LL DO THE REST, ELECTRICALLY

Clegg-Perkins Equipment Com-pany, Ottawa, Illinois.

THE ELECTRIC WAY IS THE RIGHT WAY

Wisconsin-Minnesota Light and Power Company, Eau Claire, Wisconsin.

THE LARGEST ELECTRICAL STORE FOR MILES AROUND

Electrical Maintenance Company, Youngstown, Ohio.

EVERYTHING GAS AND ELECTRIC

Beacon Light Company, Los Angeles, California.

THE STORE FOR THINGS ELECTRICAL

National Electrical Supply Com-pany, Washington, D. C.

IF IT'S ELECTRICAL, WE HAVE IT—IF IT'S ELECTRICAL, WE DO IT

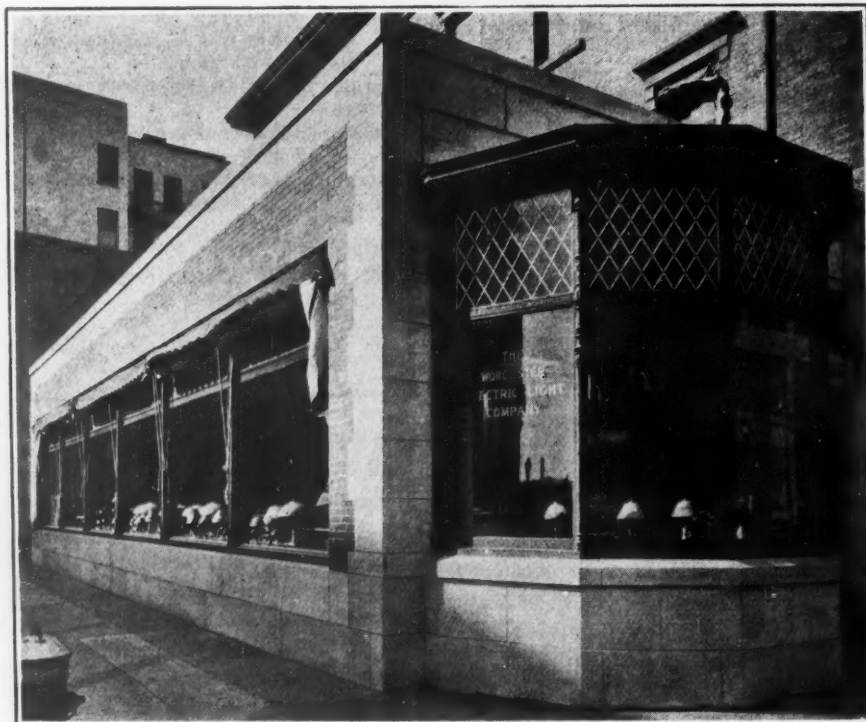
Turberville and Harding, Wash-ington, D. C.

Where to Use the Slogan

After you have the slogan all fixed up for use, in what mediums can you use it? Here goes:

1. Work it into your name plate in newspaper advertisements.
2. Between your store name and address on such printed stationery as letterheads and bills.
3. Lettered on the upper part of your show window.
4. At the top or bottom of your painted poster sign on the highways.

Selling Windows Replace Dead Wall



Six show windows replace a former solid wall of brick in the new appliance shop of the Worcester (Mass.) Electric Light Com-pany, transforming some 180 sq.ft. of dead

surface into a most attractive display front at a cost of about \$2,000 and greatly improving the interior illumination of the store.

“Electrical Merchandising’s” Survey of 1926 Fans and Sales Helps

NINETEEN TWENTY-SIX will be another big fan year.

This can be prophesied with confidence for the same reasons that governed *Electrical Merchandising’s* forecast a year ago, of a great 1925 demand for fans.

The reasons are that the sun in 1926 as in 1925 will be delivering a full measure of heat units. It is the best scientific opinion that 1926 will have a hot summer, which inevitably means great demand for electric fans and consequent profits to the dealer with fans in stock and on display.

* * *

The following is a survey of fans and sales helps offered by leading manufacturers. In each case the size and price is quoted on the 110-volt d.c., or 110-volt, 60-cycle, a.c. fan. For additional information write to manufacturers or to the Editor, *Electrical Merchandising*.

Century Electric Company St. Louis, Mo.

DIRECT AND ALTERNATING CURRENT

9-in., 12-in., 16-in., portable, oscill.	\$15 to \$30.50
9-in., stationary	\$10, \$11
58-in., ceiling	\$43 to \$46
16-in., ventilating	\$30 to \$33

DEALER HELPS

Leaflets with place for dealer’s imprint, bulletins, window display banners, electrotypes of complete ads, “movie” slides with dealer’s imprint.

Dayton Fan and Motor Company Dayton, Ohio

ALTERNATING CURRENT

10-in., oscill., spd., black enamel	\$15
12-in., oscill., 3-spd	\$30, \$31.50
16-in., oscill., 3-spd.	\$35, \$36.50
12-in., non-oscill., 3-spd.	\$23, \$25
10-in., ventilating, black	\$23, \$24
16-in., ventilating, black	\$32, \$33.50
56-in., ceiling	\$52, \$54.50

DIRECT CURRENT

12-in., oscill., 3-spd., black enamel	\$30, \$32
16-in., oscill., 3-spd., black enamel	\$35, \$36.50
12-in., non-oscill., 3-spd.	\$23, \$25
10-in., ventilating, black	\$23, \$24
16-in., ventilating, black	\$32, \$33.50
32-in., ceiling, single-speed, black	\$32, \$34
48-in., ceiling, single-speed, black	\$40, \$42.50
57-in., ceiling, 3-spd., black	\$50, \$52.50

ALTERNATING AND DIRECT CURRENT

8-in., single speed, black	\$7.50
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DEALER HELP

Descriptive folder supplied.

Diehl Manufacturing Company Elizabeth, N. J.

ALTERNATING CURRENT

52 inches, 3-speed, black finish	\$52
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Oscillating Bracket and Desk

9-in., 1-speed, black	\$15
10-in. 3-speed, black	\$20.50
12-in. 3-speed, black	\$30
16-in. 3-speed, black	\$35

Non-Oscillating, Desk Fan

9-in., 1-speed, black	\$10
10-in., 3-speed, black	\$16
12-in., 3-speed, black	\$23.50
16-in., 3-speed, black	\$27

DIRECT CURRENT

56-in., 3-speed, black	\$52
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Oscillating, Desk Fan

9-in., 1-speed, black	\$15
10-in., 3-speed, black	\$20.50
12-in., 3-speed, black	\$30
16-in., 3-speed, black	\$35

Non-Oscillating

9-in., 1-speed, black	\$10
10-in., 3-speed, black	\$16
12-in., 3-speed, black	\$23.50
16-in., 3-speed, black	\$27

DEALER HELPS

Catalog, window cards, cut-outs, display material.

Emerson Electric Manufacturing Company St. Louis, Mo.

ALTERNATING CURRENT

9-in., oscill., single-speed	\$15
9-in., non-oscill., single-speed	\$10.50

48-in., ceiling, gray	\$54
8-in., universal 2-spd., non-oscill., black	\$7.50
10-in., universal, 3-speed., oscill., black	\$15

Fidelity Electric Company Lancaster, Pa.

8-in., universal, non-oscillating	
12-in., universal, oscill., and non-oscill.	

ALTERNATING CURRENT

12-in., table fan, oscill., and non-oscill.	
16-in., table fan, oscill., and non-oscill.	

DIRECT CURRENT

12-in., table fan, oscill., and non-oscill.	
16-in., table fan, oscill., and non-oscill.	
54-in., ceiling fan.	

ALTERNATING AND DIRECT CURRENT

12-in., ceiling fan.	
32-in., ceiling fan.	
8-in., automobile fan.	
12-in., 16-in., 18-in., 24-in., ventilating fans.	

Fitzgerald Manufacturing Company Torrington, Conn.

ALTERNATING AND DIRECT CURRENT

8-in., nickel finish	\$6.50
10-in., nickel-plated, 3-speed.	
10-in., oscill., nickel finish, 3-speed	\$13.50

DEALER HELPS

Window cards, national magazine advertising.

Galvin Electric Manufacturing Company*St. Louis, Mo.***ALTERNATING CURRENT**

9-in., non-oscill., single-speed.....	\$9
9-in., oscill., single-speed.....	\$15
10-in., non-oscill., single-speed.....	\$12
10-in., oscill., 3-speed	\$22
14-in., oscill., 3-speed	\$32

DIRECT CURRENT

14-in., oscill., 3-speed	\$32
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ALTERNATING AND DIRECT CURRENT

9-in., oscill.	\$15
10-in., oscill., 3-speed	\$22

DEALER HELP

Two-color descriptive circulars furnished.

General Electric Company*Bridgeport, Conn.***ALTERNATING AND DIRECT CURRENT**

6-in., 1-spd., universal, non-oscill.	\$5, \$6
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ALTERNATING CURRENT*Wall and Desk Type*

9-in., 1-spd., non-oscill., green.....	\$10
9-in., 1-spd., oscill., green	\$12.50
12-in., 3-spd., non-oscill., green.....	\$23
12-in., 3-spd., oscill., green	\$30
16-in., 3-spd., oscill., green	\$35

Ventilating Motors

12-in., 1-spd., green enamel.....	\$29
16-in., 1-spd., green enamel.....	\$32

Ceiling Motors

32-in., 2-spd., green enamel.....	\$40
52-in., 3-spd., green enamel.....	\$52

DIRECT CURRENT*Wall and Desk Type*

9-in., 1-spd., non-oscill., green	\$10
9-in., 1-spd., oscill., green	\$12.50
12-in., 3-spd., non-oscill., green.....	\$23
12-in. 3-spd., oscill., green	\$30
16-in., 3-spd., oscill., green	\$35

DEALER HELPS

Dealer's catalog of complete line, miniature catalog in folder form, with space for dealer's imprint, leaflets featuring individual fans, window display consisting of large cut-out and two smaller display cards, price cards, suggestions for sales letters, lantern slides with space for dealer's imprint, electrotypes of advertisements.

A. C. Gilbert Company*New Haven, Conn.***ALTERNATING AND DIRECT CURRENT**

6-in., one-speed	\$3.95
8-in., one-speed	\$4.95
10-in., one-speed	\$6.50
10-in., oscill., three-speed	\$10

DEALER HELPS

Folders, counter cards in bear cut-out form, window display cards, newspaper stereotypes, and special advertising material.

Marathon Electric Manufacturing Company*Wausau, Wisc.***ALTERNATING CURRENT***New type wall and window fans*

16-in., single speed.....	\$35, \$37
18-in.	\$41, \$43.50
20-in.	\$46, \$48.50

Ventilating fans, 16-, 18-, and 20-in., sizes, single speed.

DIRECT CURRENT

16-in.	\$38, \$39
18-in.	\$43, \$45
20-in.	\$48, \$50

DEALER HELPS

Descriptive circulars supplied.

Peerless Electric Company*Warren, Ohio***ALTERNATING CURRENT**

10-in. to 16-in., oscill., 3-speed, black.....	\$15 to \$34
8-in. to 16-in., non-oscill., 1- and 3-speed, black....	\$8 to \$26
52-in., ceiling fan, 3-speed, black.....	\$52
12-in. and 16-in., ventilating, 3-speed.....	\$28 and \$32

DIRECT CURRENT

10-in. to 16-in., oscill., 3-speed, black.....	\$20.50 to \$34
8-in. to 16-in., non-oscill., 1- and 3-speed, black..	\$8 to \$26
56-in., ceiling fan, black.....	\$52
12-in. and 16-in., ventilating fans.....	\$28, \$32

DEALER HELPS

Complete four-color catalog, window-display material, newspaper electros, envelope enclosures, and mailing pieces with dealers' imprint space, display cards.

Robbins and Myers Company*Springfield, Ohio*

10-in., 3-speed, oscill.	\$16.50
10-in., 3-speed, black.....	\$21
12-in., 3-speed, black	\$30
12-in., 3-speed, black	\$35
8-in., non-oscill., single-speed, alternating current....	\$7.50
8-in., universal, 2-speed	\$8.50
10-in., 3-speed	\$15
12-in., 3-speed	\$23.50
36-in., ceiling fan, 3-speed	\$42.50
56-in., ceiling fan, 3-speed	\$54
12-in., ventilating, single-speed	\$28
16-in., ventilating, single-speed	\$32

DEALER HELPS

Dealer salesman instruction folder, condensed catalog with imprint space, folder for use on farms and country homes, lantern slides, window display material, window transparency.

Signal Electric Manufacturing Company*Menominee, Mich.***ALTERNATING AND DIRECT CURRENT**

8-in., non-oscill., one-speed.....	\$7.50
9-in., oscill., 2-speed.....	\$12
9-in., ventilating, 1-speed	\$16

United Electrical Manufacturing Company*Adrian, Mich.*

8-in., universal, black	\$5.50
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DEALER HELP

Two-color folder.

Wagner Electric Corporation*St. Louis, Mo.***ALTERNATING CURRENT**

9-in., non-oscill., single-speed.....	\$10
12-in., 3-speed, non-oscill.	\$23, \$24.50
12-in., oscill., 3-speed	\$30, \$31.50
16-in., oscill., 3-speed.....	\$35, \$36.50
9-in., oscill., single-speed.....	\$12.50
10-in., oscill., 3-speed	\$16.50
56-in., ceiling fan, 3-speed	\$52
12-in., ventilating fan, 3-speed	\$29
16-in., ventilating fan, 3-speed	\$33

(Continued on page 6062)

The Retail System of Inventory

The Necessity for Taking Physical Inventory—Thinking in Terms of Retail Prices—Advantages of the "Retail Method"

By S. J. RYAN

Merchandising Counsellor

THE retail method of inventory is the modern, logical method. It is rapidly replacing the older system of inventorying at cost and the cumbersome method of using both cost and selling prices.

It has the great advantage of simplicity and consequently, economy.

Learned accountants can advance convincing arguments for the adoption of this method of "taking stock." For example, it is an integral part of the retail system of accounting, the superiority of which has been discussed in previous issues. I am not an accountant, however, but a practical merchant, and it is the advantages from that viewpoint that we propose to discuss here.

Qualities of Inventory

What is a physical inventory or "stock taking"? It is merely a verification or "proving up" of our book inventory. There would be no need of physical inventories were our "book figures" always one hundred per cent accurate. Of course, physical inventories have certain psychological advantages, inasmuch as the actual *handling* of a piece of merchandise creates a much stronger impression on the merchant than a mere figure on a page. Nevertheless the reason for their existence today is primarily that of verification—and that fact should not be lost sight of in this discussion.

Granting this primary purpose, what are the most desirable qualities of any inventory?

- (a) That it be accurate;
- (b) That it disturb business as little as possible;
- (c) That it be simple;
- (d) That it be economical of time and expense.

In most institutions the annual, or semi-annual, inventory is a dreaded ordeal. It creates an excessive amount of extra work, disturbs the orderly procedure of business, thus decreasing sales volume temporarily,

upsets service to customers, and imposes a mental strain on every one in the organization.

These disadvantages have always been apparent to merchants. Any system which will minimize, even though it cannot eliminate, them is desirable if it does not sacrifice accuracy.

Retail Inventory More Accurate

The retail system is, in practice, found to be actually *more accurate* than the old cost method for the simple reason the selling price is usually plainly indicated on the merchandise, or the container, and the inventory resolves itself into a matter of counting and multiplication. No "decoding" for cost prices, no references to invoices etc., is necessary. The fewer the transactions the fewer chances of error, naturally.

Because it is quicker, it is highly desirable. The normal tenor of business can be more quickly resumed. Every merchant knows how greatly inventories upset business. And the very simplicity of the retail method makes for greater speed as well as greater accuracy.

The absence of extensive calculations and references, not only creates greater accuracy and speed, but eliminates considerable expense.

A psychological aspect that merits

THE worth of a piece of merchandise cannot be measured by its cost, but only by what it can be sold for.

Inventory at selling prices gives the merchant at all times this true worth or sales value.

It is simple, creates a minimum of disturbance to business, is economical of time, and is an aid to increasing turnover.

the careful thought of the merchant who is still using the cost method is this: The *worth* of a piece of merchandise cannot be measured by its *cost*, but only by what it can be *sold for*. A long-remembered example of this fact was the shrinkage in inventories during the deflation period of 1920-21. Reversely, the same rule applied during the inflation period that immediately preceded. Literally, the *cost* of merchandise inventories during those two periods meant nothing in the determination of their *worth*.

Another great advantage of the retail method, that is at once apparent in scientific merchandising, is the psychological effect of *thinking* in retail valuations.

Increases Turnover

This has been proven to be a great aid in increasing turnover. For example, if a merchant has a stock on hand that cost him \$10,000 and is marked to sell at \$15,000 will not the latter figure stimulate his sales efforts more than the former?

Some smart stores even require proposed purchases to be figured on a retail basis and matched against estimated sales at retail. This is because it is difficult for the mind to constantly calculate in the dual realms of cost and selling.

Merchants do most of their thinking in retail terms anyway. A "40 per cent discount" means from the selling price. If a merchant says his selling costs are "10 per cent" or his "3 per cent" other merchants know he means such a percentage of his retail sales.

His sales are at *retail* and if he charges up his purchases at retail and inventories at retail, he not only simplifies his methods and thought but will conduct his business more accurately and economically.

It is unnecessary to discuss the system necessary in inventorying at retail because there is virtually none.

Continued on Page 6062

New Electrical Merchandise



Ironing Machine

Electrical Merchandising, January, 1926

One of the new electrically-heated and operated ironers on the market is the "Perfection," made by the Perfection Appliance Company, 6547 St. Paul Avenue, Detroit, Mich.

The ironer has 27 in. roll, full open end and full floating shoe, with foot or hand grip. When used as a press, the shoe operates independently of roll. The shoe is cast iron, copper and nickel plated, while the table is aluminum. The motor is direct connected and all moving parts are enclosed. Oilless bearings are used throughout. Intended retail price, \$145.

Radiant Heater

Electrical Merchandising, January, 1926

"Handy" is the name of a new portable heater brought out by the Chicago Electric Manufacturing Company, 2801 South Halsted Street, Chicago. The heater has an oval reflector, 12½ in. in diameter, polished and lacquered. The cast iron base has antique mottled green finish. The element and guard are removable. A special hinge joint makes the heater, which is 16½ in. high, adjustable to any angle. Maximum wattage is 645 watts, in 32, 110 and 220 volts, a.c. or d.c. Intended retail price, \$5.

Combination Lamp and Inkstand

Electrical Merchandising, January, 1926

An attractive addition to any desk is the lamp pictured, with its two inkwells and receptacle for pens and pencils. The inkstand is 10½ in. long and 3½ in. wide. A container in the center accommodates stamps and sundries. The standing figure, "Bondage," including shade, is 13 in. high. The shade is silk while the combination lamp base and stand is of bronze composition. Intended retail price, \$11, complete. Art Colony Industries, 34 Union Square, New York City.

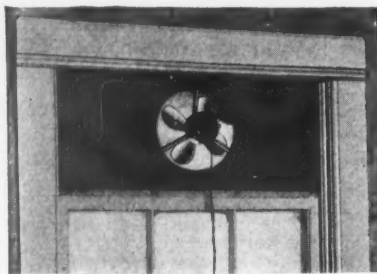


Ventilating Fan

Electrical Merchandising, January, 1926

For household use the Signal Electric Manufacturing Company, Menominee, Mich., has brought out a new ventilating fan that is mounted on a steel slide, adjustable from 24 in. to 37 in. A hood is provided for protection from rain and snow. The motor is universal in type, 110 volts, 25 to 60 cycles and is declared to be unusually quiet in operation.

The fan has 9-in. blades and together with frame, is finished in olive green enamel. A 10-ft. cord with separable plug and 3-ft. drop with push-through switch are furnished. Intended retail price, \$16.

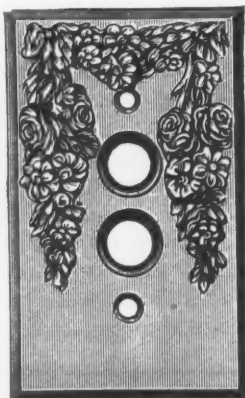


Waffle Iron

Electrical Merchandising, January, 1926

The Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, announces several changes in its waffle iron. Most important of these changes is the design of the grid, which was formerly rectangular in shape and divided so that it produced three rectangular waffles. The grid of the new iron is designed to make four triangular waffles. It has also been made deeper, so that it will produce thicker waffles.

The plug and cord, formerly permanently attached to the iron, are now separable. The iron has been made lighter in weight and is, consequently, easier to handle. The handle arrangement for opening the iron has been retained, as have all the other points of design.



Decorative Switch Plate With Radium Locator

Electrical Merchandising, January, 1926

Groping in the dark for the electric light switch is never necessary when the switch plate is equipped with a radium locator. In the new plate brought out by the H. L. Judd Company, Inc., 87 Chambers Street, New York City, a decorative wall plate as well as a switch locator is provided. The plate is made in standard size of cast metal with attractively molded floral design in harmonizing colors. The locator consists of four "dots" of radium paint around the "on" button. These "dots" glow in the dark instantly pointing out the switch. Intended price of two-button plate, \$1; four-button plate, \$1.75.



Silvered Lamp and Shade for Bridge Lamp

Electrical Merchandising, January, 1926

Although an ideal Christmas item, the boxed unit consisting of a "Silvray" lamp and shade, is a good, all-year-round seller. Packed in an attractive box, the 50-watt lamp and Batik shade are retailed at \$3.95.

The "Silvray" lamp, which has previously been described in these pages, is an ordinary incandescent lamp, a portion of which is silvered, totally protecting the eyes from the direct filament glare. The inside of the shade is finished in a white surface, to provide the indirect lighting feature. The shade can be used on any type bridge lamp.



Washing Machine

Electrical Merchandising, January, 1926

In addition to its Model 264 washer the Automatic Electric Washer Company, Newton, Iowa, is bringing out another new machine, No. 76, which employs the "Hydro-Disc" washing principle, an improved top drive. The "Hydro-Disc" is driven from the top of the tub, not through the tub bottom. The washing mechanism may be controlled by opening or closing lid or by separate control.

Other features of the new washer are its self-draining copper tub, tinned inside, which drains itself through sloping grooves in the bottom, cast aluminum top, completely enclosing machine-cut gears, circular base cabinet of 16-gage rolled steel, with olive green "Duco" finish, oilless bearings, detachable rubber-covered cord and new type wringer, built on the unit principle. Every part of the wringer, including full 12-in. rolls, is instantly removable without tools.

for Early 1926 Buying Season



Washing Machine

Electrical Merchandising, January, 1926

All the features of the Model 214-C "Automatic" washer and a number of new refinements as well are incorporated in the new Model 264 washer of the Automatic Electric Washer Company, Newton, Iowa.

The most noticeable improvement in the new model is its attractive olive green cabinet, completely enclosing all mechanism below tub. The washer requires only 23 sq.in. of floor space.

The "Hydro-Disc" washing principle is used, with top drive. Other features are its improved metal wringer, built on the unit principle, with every part removable, the copper tub, tinned inside, cast aluminum top, the handy folding bench for holding extra tub and the ball and socket top drive, which permits the opening or closing of lid while the washer is in operation.



Straight Suction Cleaner

Electrical Merchandising, January, 1926

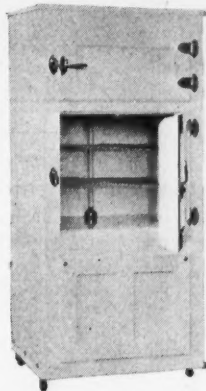
The United Electric Company, Canton, Ohio, is announcing a new vacuum cleaner of the straight suction type. It has General Electric motor and a 14-in. nozzle of scientific design. The handle is of wood, equipped with trigger switch. Other features are the swivel rear caster, the gravity oil system, bayonet lock bag, silver tone finish 25-ft. cord and its light weight. The attachments consist of seven pieces—fan case coupler, which is also used as a blower connection, 8-ft. hose, 6-in. tool connector, upholstery nozzle, brush, which slips over upholstery nozzle, radiator and blower tube, and 24-in. extension tube. Intended retail price, \$44.50; attachments, \$5.

Refrigerator

Electrical Merchandising, January, 1926

Either a complete refrigerator embodying the "Socold" unit or the refrigerating unit itself to fit the ice chest in the home is being offered by the R. H. Booth Sales Company, 108 Massachusetts Avenue, Boston, Mass.

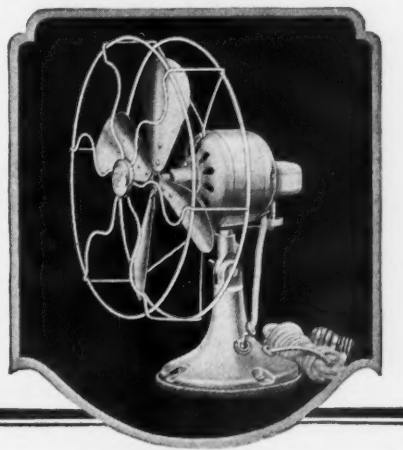
The "Socold" employs a General Electric motor, compactly mounted on the same base with the compressor. Operation is entirely automatic, the unit starting and stopping as the need arises. Small complete refrigerators for the small home and apartment are available in three sizes with cabinet of golden oak or white enamel. One, two or three provision chambers may be had, with cubical contents of 7.3 ft., 10.4 ft. and 11.7 ft. respectively. Nos. 30 and 40 have two ice trays while No. 50 has three trays.



Household Fan

Electrical Merchandising, January, 1926

Both oscillating and non-oscillating models are offered in the new "Jack Frost" fan of the Galvin Electric Manufacturing Company, St. Louis, Mo. The fan may be had with straight induction type motor, for alternating current, 100-115 volts, 50 or 60 cycle or with universal type motor for operation on both a.c. and d.c., 100-115 volts. The four blades are of highly polished brass while the fan itself is finished in a permanent decorative enamel with 9 ft. silk-finished cord and plug to match. Intended price of non-oscillating fan, \$9; oscillating model, \$15.



Electric Ranges with Oven Temperature Control

Electrical Merchandising, January, 1926

The Standard Electric Stove Company, Toledo, Ohio, announces that four "Standard" ranges may now be had with oven temperature control. These models include 952, 953, 421 and 521. They may also be had with grey porcelain enamel trims. Additional price for temperature control is \$25.



Improved Cleaner

Electrical Merchandising, January, 1926

The United Electric Company, Canton, Ohio, is announcing recent improvements in its Model 5 "Ohio" cleaner. This machine continues as a combination type cleaner, combining suction and carpet sweeper action brush. New features include a larger bag and a new type name plate, both displaying the "Ohio" name.

Iron With New Heating Element

Electrical Merchandising, January, 1926

The new "Hotpoint Super-Iron" embodies all the "Hotpoint" features in addition to the "Calrod" heating element which is now regularly incorporated in this new iron. The "Calrod" element has been used for several years in strenuous service, in heavy duty ranges, in commercial laundry irons and in other severe applications of electric heat and is now being employed in a household-size iron. The patented thumb rest and hinged plug are also features of the new iron. Intended retail price, \$6.

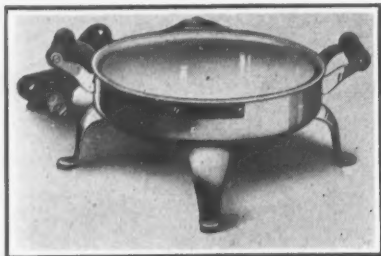
Three-Way Plug

Electrical Merchandising, January, 1926

"Triolet" is the name of a new three-way plug introduced by the Reynolds Spring Company, Jackson, Mich., as part of its Reynolds "Masterpiece" Line. The plug is made of "Reynolite," a new hot-molded compound that is tough and unaffected by atmospheric conditions. An exclusive merchandising feature of this new plug, the manufacturer points out, is that loosening a screw permits removal of the Edison screw member and instant conversion into pin type, as shown in the illustration.



To Help You Select Electrical Merchandise—



Griddle

Electrical Merchandising, January, 1926

Along with its electric waffle iron the Rock Island Manufacturing Company, Rock Island, Ill., is bringing out a new "Rimco" grid with aluminum cooking surface that requires no greasing. Because of its attractive appearance it can be used at any time and place as a table appliance. The grid is made of polished steel, first copper plated, then heavily nicked. It has ebonized handles and heat-proof feet.

Waffle Iron

Electrical Merchandising, January, 1926

The Griswold Manufacturing Company, Erie, Pa., manufacturer of well-known cooking utensils has entered the electrical field with the production of a household size waffle iron and with heavy-duty waffle irons and hot plates.

The household size waffle iron is equipped with two 330-watt units, one in the top and one in the base. Its diameter is about 7½ in. The waffle pans and units are thoroughly insulated from cover and base and the heat flows directly into the waffle mold. Wire brush for cleaning purposes and direction tag are furnished with each iron. The cord is equipped with feed-through switch. Intended retail price, \$15.

Boudoir Lamp

Electrical Merchandising, January, 1926

Dainty and attractive, for use in the boudoir, is a new glass boudoir lamp brought out by the United States Glass Company, Pittsburgh, Pa. The lamp is about 10 in. high, and the top portion, or shade, is about 5 in. in diameter. The only metal in the lamp is a standard Edison base threaded collar which is molded into the glass base.

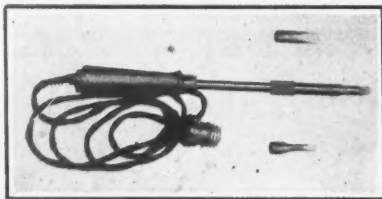
Blue, green or canary satin finish, either plain or with artistic shade cuttings in three designs may be obtained, or sprayed crystal glass, with six different decorations of flower and scenic motifs. Intended retail price, \$2.50 for the plain finish and up to \$4 for the more decorative models.



Soldering Iron

Electrical Merchandising, January, 1926

To overcome trouble from broken cords, the Chapman Machine Company, Terryville, Conn., has equipped the handle of its electric soldering iron with a coil spring cord protector. By use of a new heating element, it is pointed out, about 25 per cent more heat is produced than by previous models. Interchangeable copper points made of pure copper are furnished in three sizes. Extra heating elements, parts and complete instructions for installing may be had for 50c. The intended retail price of the iron, with three tips, is \$3.

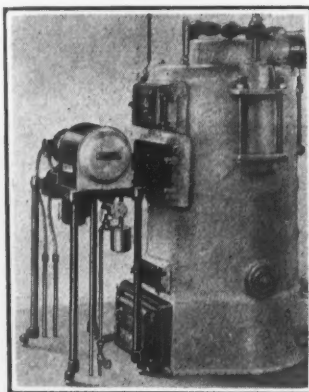


Automatic Oil Burner

Electrical Merchandising, January, 1926

Made to operate on any type of heating plant—hot water, steam, vapor or hot air—is the Model 1 burner of the Rayfield Manufacturing Company, 21st and Rockwell Streets, Chicago. The unit consists of a ¼ hp. motor, with fan, compressor and oil pump, all direct-connected. The atomized oil is ignited by a flaming electric spark. The various safety devices, boiler control and room thermostat are all electrically operated. The thermostat is set at any desired temperature and the burner is automatically started and stopped at intermittent periods as may be needed to maintain that temperature in the home.

The burner utilizes the "radiant heat" principle through a bed of crushed fire brick in the fire box. This white hot bed of brick continues to radiate its stored heat long after the burner is shut off by the thermostat. Intended retail price, home size, \$520.



Soldering Iron with Two Tips

Electrical Merchandising, January, 1926

Two copper tips are provided with the new electric soldering iron of the Samson Cutlery Company, Rochester, N. Y.—a pencil point and screwdriver tip. The iron is made for operation on a.c. or d.c. circuits, 105 to 120 volts. It is fitted with 6-ft. mercerized flexible (rubber cased) cord, standard two-piece attachment plug, rubberoid handle with removable composition plug in end and nickel-plated cord guard to prevent kinking and twisting of cord, unbreakable heating element and removable copper tips. Intended retail price, \$1.50. The iron may also be obtained with one tip only, for \$1.25. Extra copper tips, 35c.



Three-Way Plug

Electrical Merchandising, January, 1926

The Rodale Manufacturing Company, 492 Broome Street, New York City, is marketing a new three-way plug which taps into wall and base receptacles, providing three outlets. It is compactly built and is of good design. Intended retail price, 40c.

Centrifugal Pump

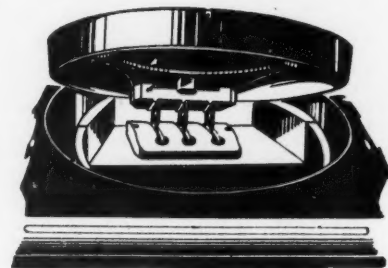
Electrical Merchandising, January, 1926

Many applications of the new motor-driven centrifugal pump of the M. J. Finn Pump Manufacturing Company, Pittsburgh, Pa., are pointed out, including condensation, water supply, refrigeration, circulation and heating systems. For water supply purposes, it is made to supply water from wells, springs, etc., without the use of a tank. When applied to a heating system, the pump tends to create a vacuum, returns the condensation from the return lines, coils or radiators that are on a line with, or below the level of the water in the boiler, thus eliminating any sluggishness in the heating system. By reason of its simple construction, the manufacturer explains, thirty-two parts are eliminated, doing away with gears, pulleys, buckets, belts and pump valves.

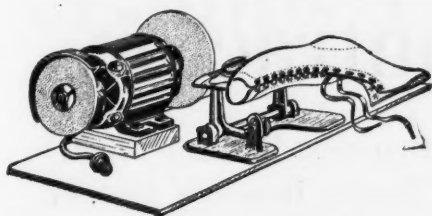
Removable Element for Electric Ranges

Electrical Merchandising, January, 1926

That it can be plugged in or taken out instantly is one of the features of a new range element—the "Speediron"—brought out by the McClary Manufacturing Company, London, Canada. The under part of the element as shown, has prongs which fit into the grooves of the plug beneath the cooking surface. To remove, it is necessary to simply pull upwards and the entire element comes out without trouble, it is explained. For cleaning, minor repairs or replacements, the element can be turned upside down, one bolt removed, the cover lifted off and the interior made instantly accessible. Single heating coils can be replaced when necessary without renewing the entire element. The element can be adjusted to fit flush with the edge of the range top so that a smooth, clean cooking surface is available, and its smooth exterior can be easily washed if grease or liquids are spilled upon it. Other features claimed by the manufacturer are its quick-heating and heat-holding qualities.



Latest Developments Gathered by the Editors

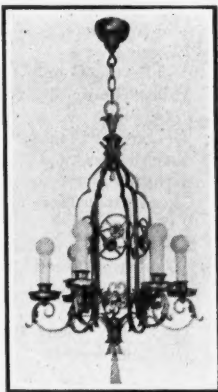


Skate-Grinding Machine

Electrical Merchandising, January, 1926

Not only is the skate-grinding machine of the Berghman Company, 5428 Fulton Street, Chicago, a winter-time outfit but it can be used all year 'round as well, for grinding tools, cutlery, preparing metal surfaces for welding and for many other uses in the shop. The motor, either a.c. or d.c. is entirely enclosed and dust-proof and, the company declares, is covered by a two-year free service guarantee in the United States. The abrasive wheel is 8 in. x 1/2 in. and made of alundum, particularly suited to skate grinding.

The skate holder is adjustable and is designed to hold tubular and all other styles of skates.



Lighting Fixture

Electrical Merchandising, January, 1926

Particularly suitable for Spanish type buildings is the fixture illustrated, designed by the Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago, Ill. The fixture is known as C25-192 and is finished in iron and color. A bracket to match is also available. The fixture and bracket were originally designed for use in a Chicago home but can also be furnished to electrical dealers. The retail price of the fixture is \$220 and the bracket \$50.

Combination Victrola and Radio Set

Electrical Merchandising, January, 1926

Announcement has been made by the Victor Talking Machine Company, Camden, N. J., of its Electrola-Radiola line. This line consists of the Hyperion, an electrically operated Victrola, in combination with an eight-tube Radiola Heterodyne cabinet in Italian style with maple overlays blended, listing at \$900 and the Orthophonic Victrola-Electrola-Radiola, consisting of the Borgia model, an Orthophonic combined with Electrola and eight-tube Radiola Super-Heterodyne, cabinet finished in blended walnut in Italian Renaissance listing at \$1,000.

The Electrola line of the Victor Talking Machine Company, Camden, N. J., consists of the Cromwell, an electrically operated instrument, in Cromwellian style of the Jacobean period, listing at \$450 and the Tuscany, an electrically-operated instrument encased in a wall type cabinet in Italian style, listing at \$550.

Tube Reviver

Electrical Merchandising, January, 1926

Developed to reactivate thorium filament tubes of the UV and UX 201-A types is a new socket tube reviver brought out by the International Resistance Company, Inc., 16th and Chestnut Streets, Philadelphia, Pa.

This new device, which has been designed to simplify the tube-reviving process, operates on the "flash" and "aging" principle. A small button on the side of the tube socket enables the user to "flash" the tube for a period of 45 sec. by simply pressing the button, then allowing the tube to remain in the socket for a period of approximately 10 min.

A unique feature of the socket is that it can be attached to any electric light socket without the necessity of using extension cords or additional attachments. It is positive in its action, the manufacturer explains, and can be used on either 110-20 volt a.c. or d.c. circuits. The intended retail price is \$4.50 and it is made in two models to accommodate both the 199 and 201-A tubes.



Glass Switch Plates

Electrical Merchandising, January, 1926

Made of French plate glass, cut and mirrored, are the glass switch plates marketed by J. Chesler & Sons Company, 141 Harrison Place, Brooklyn, N. Y. The holes in the plate are protected by solid brass nickel-plated bushings. The plates are made in many styles to fit all types of flush switches and receptacles and may be had in gangs of one, two, three and four. Intended price per gang is \$2.

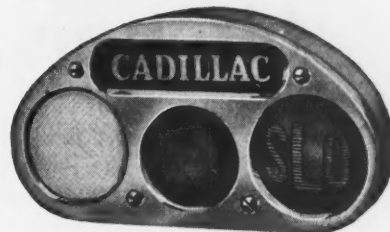
Candlestick and Ash Tray

Electrical Merchandising, January, 1926

Not only of decorative service is this electric candle but it is useful as well for it includes an ash tray within the circle of the figure's skirts. It is made of light bronze composition and is 13 in. high. Intended price (without candle lamp) \$6.85. Art Colony Industries, 34 Union Square, New York City.



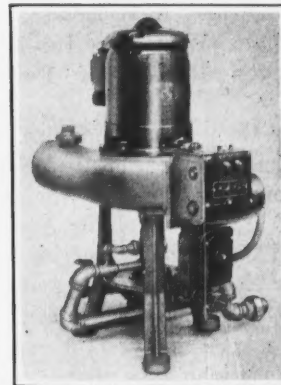
Continued on Page 6056



Automobile Signal

Electrical Merchandising, January, 1926

Combining in one unit all automobile signal requirements is the "Standard" signal of the Beacon Motor Lamp Manufacturing Company, 1243 West Third Street, Cleveland, Ohio. The signal includes an automatic stop signal, reverse or back-up light, tail light and features an illuminated car monogram. It comes equipped with the Beacon switch, which, the manufacturer points out, is guaranteed indefinitely. The signal is finished in triple coated enamel. Intended price, \$5.50.



Automatic Oil Burner

Electrical Merchandising, January, 1926

Among the oil burners now on the market is that of the Wayne Tank & Pump Company, Fort Wayne, Ind. This burner is designed for use on any type of heating plant, whether installed in small bungalow or large building. It has thermostatic control, providing desired temperature constantly without manual attention and is equipped with safety device that cuts off supply of both electricity and oil should need arise. All moving parts are on one shaft. There are no parts inside or under the fire box and the burner and all accessories are outside the furnace, where they are always accessible for inspection.

The oil feed is by pump pressure and the air supply is obtained by an electric fan operating at low speed.

Range With Large Oven

Electrical Merchandising, January, 1926

One of the outstanding features of the new Senior Cabinet range of the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, is an exceptionally large oven, 18 in. high, 15 in. wide and 17 1/2 in. deep, with a lining of vitreous enamel.

On the platform of the new range are four surface heaters, one of 1,800 watts, one of 1,500 watts and two of 1,000 watts. All the heaters are 8 in. in diameter, with the exception of one of the 1,000-watt heaters, which is 6 in. in diameter. The two oven heaters have a capacity of 1,800 watts each. The range is furnished with Westinghouse automatic control for the oven operation and has reciprocating switches and a 1,000 watt appliance receptacle. The new range occupies a space of 54 in. high, 24 1/2 in. deep and 46 1/2 in. long. It comes in black japan or grey enamel finish, with either right or left-hand oven and for full, half or non-automatic operation.

There Are Profits in Red Seal for Owner as Well as Contractor

THE owner of a Red Seal house rests content in the knowledge that when he wants to sell he has in his Red Seal wiring an additional sales asset to offer. In view of the tangible nature of the Red Seal benefits it does not seem unreasonable to suppose that the time will come when any man who wants to buy a home will first ask, "Is it a Red Seal house?"

This attitude on the part of the public is indicated in a letter signed by George W. Miller, president of the Miller-Storm Company, Inc. Building and Real Estate, Detroit, Michigan. Writing to the Electrical Extension Bureau of Detroit, he says:

"We are pleased to advise that our experience with the Red Seal Plan as exemplified in our 'Income Bungalow' at 15430 Holmur Avenue, has proved to us the attractive value of proper electrical wiring and lighting in the medium-priced home.

"The keen interest shown by the thousands who have visited this home is evidence to us of a public desire for adequate electrical requirements."

The Contractor Also Profits

This growing desire on the part of the prospective home-owner for an adequately wired house—and which has been immeasurably quickened by the Red Seal plan—operates to the direct and immediate benefit of the electrical contractor as well.

There is a recent instance of a contractor in Atlanta, Ga., who made the statement at a meeting of his local Electric League that, whereas in the past his average wiring contract was \$100, he had just closed an order for over \$700 worth of electrical work on a new residence.

Has Stood the Test of Time

In Toronto the three contractors quoted below have been pushing Red Seal for over eighteen months. Here is what they have to say:

"I have put in about fifty Red Seal jobs. All of these ran higher than I was accustomed to get for similar

houses before. I estimate that I got forty to fifty dollars more per contract. There is a wider margin of profit on these extra outlet and special heating-circuit specifications too."

George Armstrong,

1391 Ossington Street.

(Mr. Armstrong is the man who wired sixteen Red Seal houses in one block.)

* * *

"Seventy-five per cent of the houses I wire are Red Seal jobs. Besides the extra profit the Red Seal affords it helps keep down 'cut-throat bidding.' The pikers and curbstoners don't get a chance to get in when you sell the owner or builder on the Red Seal idea first. The better and bigger houses are now demanding Red Seal jobs. Those contractors who have specialized in this class of work naturally get the business. It adds at least \$75 to each of my jobs and I get better prices for my time and material."

B. C. Taylor,

123 Ellingsworth Ave.

* * *

"I have a big Red Seal painted on the back of my business wagon—that's how much I think of the idea. It identifies me as a progressive, reliable contractor. Bidding on Red Seal specification jobs is fairer—there's more chance to make a profit. The League has its own inspector to see that the contractor lives up to his agreement."

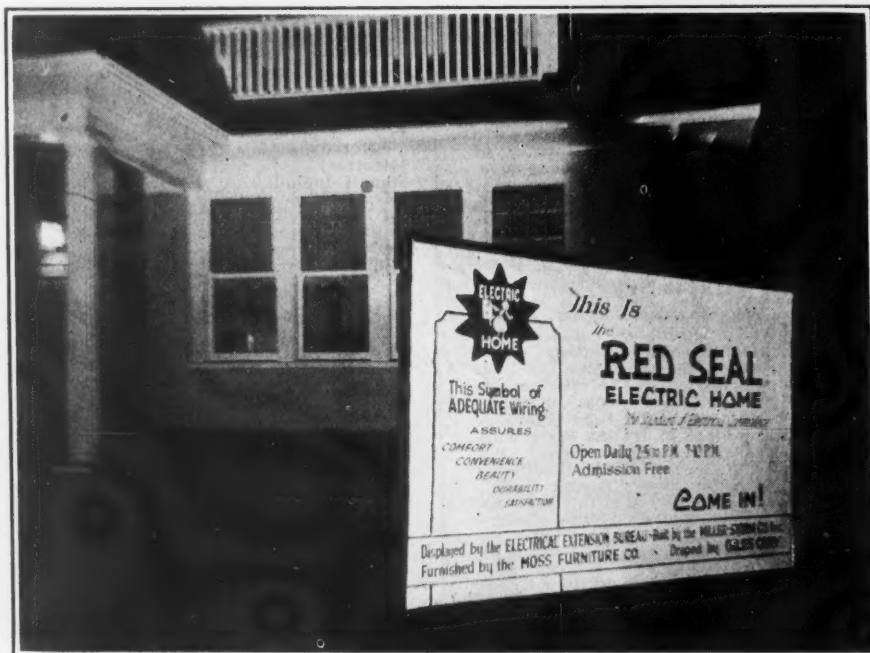
The Hyglo Electric Company,

2021 Yonge Street.

Red Seal Exhibit Electric Homes Recently Opened

Carrying the "Electric Home" idea one step further, many local leagues are now planning to open "Red Seal Electric Homes." These adequately-wired exhibition houses illustrate in a striking manner the many advantages of Red Seal specifications. This list furnishes concrete proof of the progress of this movement.

Exhibited At	Name of League	Opening Date
Newburgh, N. Y.	Electrical League of Newburgh	Aug. 28, 1925
Uniontown, Pa.	Electric League of Fayette County	Oct. 14, 1925
Charleroi, Pa.	Valley Electric League	Nov. 2, 1925
New Kensington, Pa.	The Electric League of Allegheny and Kiski Valley	Nov. 11, 1925
Grand Rapids, Mich.	Grand Rapids Electric Club	Nov. 8, 1925
Detroit, Mich.	Electrical Extension Bureau of Detroit	Nov. 17, 1925
Peoria, Ill.	Electrical League of Peoria	Nov. 17, 1925
Poughkeepsie, N. Y.	The Electric League of Poughkeepsie	Dec. 4, 1925
Real Seal Electric Homes To Be Exhibited Early in 1926		
Tulsa, Okla.	The Electrical League of Tulsa	
Kingston, N. Y.	The Electric League of Kingston	



One of the first Red Seal Exhibit Homes in the country opened in Detroit, Oct. 18, 1925. Despite a spell of bad weather

over 3,000 people showed their interest in the "Red Seal Idea" by inspecting the Red Seal Electric Home.

Lamps That Will Sell in 1926

A Forecast of Styles and Types from a Preview of the Showings at January Markets

BOTH artistically and intrinsically, the consumer receives far greater value today for his money when he purchases a portable lamp than at any time in the past.

A better knowledge of manufacturing problems and mass production account for the larger intrinsic value, but still greater is the advance that has been made in artistic design and this can only be accounted for by the earnest desire of designers and manufacturers to produce something of merit.

The lamps shown at the January market are notable for dignity, simplicity and restraint. The monstrosities of a few years ago have vanished, never more to return let us hope, and designers and manufacturers have effectively united in producing creations that are keeping pace with the modern tendency in interior decoration.

Floor Lamps

The metal lamp in all its various combinations, appears at this market in greater number than ever before. It is distinctly the lamp of the moment.

Floor lamps appear in wrought iron, brass and pewter in natural finishes, and in brass, iron and white metal combinations with colored enamel and plated finishes.

In the lower range of price, the wooden lamp in a variety of finishes is valiantly fighting a losing battle, but combinations of wooden-shafted lamps with iron bases will probably continue to hold their place.

The Early American influence is more strongly felt by the prospective buyer as he travels from display to display, and gives every evidence of being a prominent factor during 1926. Lamps of this period are very largely of wrought iron and steel finish or a combination of wrought iron and brass decoration. Improvement in design and faithfulness in reproduction of the authentic styles of this period are very noticeable. A good piece of Early American has a symmetry and a balance which is

very appealing. It harmonizes with the reproductions of that period being offered by manufacturers of furniture. It is today, probably, the "smartest" of the periods and is being strongly advocated by foremost decorators. No lamp merchant that carefully selects his Early American numbers and properly displays them will regret his enterprise.

Metal is such an adaptable material with which to work that unfortunately, it frequently leads the designer and manufacturer, striving for originality, into producing some atrocious thing that could only look well when displayed in a "chamber of horrors." These, of course, the experienced buyer will avoid, but even in some of the larger exhibits we see examples of these fanciful combinations of metal and glass and what not, blatantly decorated in garish colorings. The day of the freak design and the freak decoration has passed. Simplicity and symmetry are always in good taste.

Table Lamps

Table lamps appear to be coming into their own again, if the number on display is any indication. These, however, do not appear to be even distant cousins of the table lamp of

the past. Here again, a great artistic improvement is evident and while we can hardly say that the mode in table lamps emphasizes the simplicity and dignity of the newer note in floor lamps, it most decidedly reflects a great improvement in appreciation of color harmony and line.

The table lamp of today is very much smaller than it has been and strongly shows European and Oriental influence. It is an "individual" lamp, to be placed on the occasional table or to brighten an odd corner. It no longer possesses all the utilitarian value of the big, clumsy table lamps of the past, but it has a very high decorative value.

A great variety of material is used for table lamp bases. The Early American period is felt here in the use of the old glass oil lamp both in reproduction and genuine antique but probably not as widely as in floor lamps. Genuine Dresden ware and the less expensive imitations are still an important factor and give every promise of continuing to be so throughout the season. Pottery bases in a great variety are shown and the glass filled imitation pottery base is found in the lower price range. Lalique, bronze, onyx, Chinese-soap stone, quartz, crystal and jade are among the other materials and there have been several attempts, few of them successful, to produce metal bases that possess artistic merit. Where these metallic bases have been confined to reproductions of an authentic period, some interesting creations have been evolved.

Shades

We find good examples of this in pewter, wrought iron, imitation flemish silver, old gold and even rusty iron. There are practically no wood bases on the market, although there are some examples where a rare wood has been used in combination with another material.

The silk shade, of course, leads in numbers and because of its adapt-

THE Early American influence in floor and table lamps gives every evidence of being a factor during 1926. Harmonizing with the reproduction of that period being offered by furniture manufacturers it is today probably the "smartest" of the periods and is being advocated by the foremost decorators.

Table lamps are coming into their own again. An artistic improvement is evident in those shown. Smaller than in the past they have high decorative value.

ability as well as its appearance, it will undoubtedly continue to hold a dominating position. There are, however, a larger number of shades of other materials being shown at this market than at any time in the past. The ingenuity of the manufacturer is apparent in this respect.

Early American and Spanish designs require a "parchment" type of shade, usually hand painted or stenciled in a floral or conventional design or with reproductions of old maps, ships, etc. This type of shade also looks better with the more elaborate floor lamps of which we have spoken.

A stronger attempt is made at this market to popularize the pleated chintz shade, but there are few interiors with which this shade harmonizes and the public demand for this material is correspondingly limited.

The Dominance of the Silk Shade

The discerning buyer will note with some astonishment, the first faint glimmerings of what appears to be the recrudescence of the glass shade. New shapes and decidedly new decorations in glass shades give rise to interesting speculations as to the possibility of this type of shade coming back.

For the smaller lamps shades are found in every possible material, but here as in the floor lamp, silk, in all its wonderful and sometimes fearsome combinations, absolutely dominates.

It is interesting to note that indi-

THE silk shade leads in numbers and will undoubtedly continue to hold a dominating position. More shades of other materials are however shown at the January market than ever before. Parchment and pleated chintz in wide range of decoration attract the buyer and new shapes and new decorations in glass shades indicate a possible return to general favor of this type.

viduality in shades is everywhere apparent. Even in semi-quantity production, it is noticed that where bases and shafts of floor lamps are similar in design but varied in finishes, the lamp shade will not only be different in color but also different in design and trim. It is encouraging to know that lamp production is veering away from cloak-and-suit-house customs of "the same styles in all colors."

Lamp Shade Designs Improving in Taste

There are so many artists actively interested in lamp shade design today that the lamp buyer has a wide choice of really worthy offerings. Since shades in good taste are now being shown everywhere, the lamp user cannot choose but to buy a shade that will not offend the discerning eye. Everybody is being served when artistic standards are improved.

The glass shade which has been

more or less "tabooed" in the better class homes is now in a fair way to regain some of its long-lost popularity. One shade seen is in empire style, with all-over design in softly harmonizing colors, hand-painted inside, while the half-inch border on top and bottom is in solid color, having all the decorativeness of the hand-painted parchment shade, yet rivaling it in effect, for the glow of the light through the colors is very pleasing indeed. Used with a metal base, in antique gold finish, this ensemble is very effective.

Other shades of artistic merit are those using rare old prints, maps and manuscripts. It may seem on first thought to be rather sacrilegious to mutilate antiques of genuine value, but used in a lamp shade in constant association with people a rare old object certainly gives more pleasure and joy than when hoarded in some vault where it is perhaps looked at once or twice a year.

Metal Furniture

Undoubtedly the most interesting development to the lamp buyer and the one fraught with the largest possibilities of increased volume and profits, is the increased displays of metal furniture.

Many buyers looked upon this as a passing fad, even within the past year, but such is not the case. Leading interior decorators of smart shops throughout the country and especially in the larger centers, are displaying and advocating the use of some metal pieces. Incidentally, they are very definitely allied to the metal lamp. Metal furniture is shown in a great variety of combinations with wood, real and imitation marbles, glass and upholstered fabrics. The few occasional pieces of even a year ago have developed into an imposing collection of metal framed mirrors, console tables, occasional chairs, fireside benches, ferneries, coffee tables, etc. The vogue of metal in occasional furniture may never reach the dominant position that it occupies today in the lamp field, but its impress is bound to be felt even today. It is a very strong factor in the decoration of entrance halls, etc.

The point of greatest interest in all this to the lamp buyer is the possibility of his carrying this merchandise in the lamp department. While it is true that it is furniture, it probably lends itself more effectively to display when used in conjunction with the metal lamp.

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Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas



How Much Will She Budget for Electrical Home Comforts in 1926?

JANUARY is the month when, all over this fair land, housewives and stern hubbies are drawing up "budgets" for the year's expenditures. A budget will help put any household on a better business basis, because, with a budget, expenditures are determined and controlled *before* being made, instead of afterwards.

Into the home budget, however, should go two monthly items which spell saving in a way beyond any other equal expenditure. Item 1 is *an increased allowance for electricity* to do the ironing, the clothes-washing, the dish-washing,

the cooking, the refrigerating, and a dozen other laborious, time-consuming tasks. And Item 2 involves the setting aside of a monthly sum, say 1 per cent of the month's income, *to be applied to the purchase of electrical labor-saving devices*, one after another, until the home is completely equipped.

"Budgeting for appliance purchases" thus provides a keynote for every electrical man's advertising, direct-mail letters, and general sales work with the opening of the new year.

Clearance Sales and Other Methods for In



The premium—There are as many women needing washers in January as in any other month. A premium so related to the washer as a pair of roller tubs has brought January sales up to high levels.



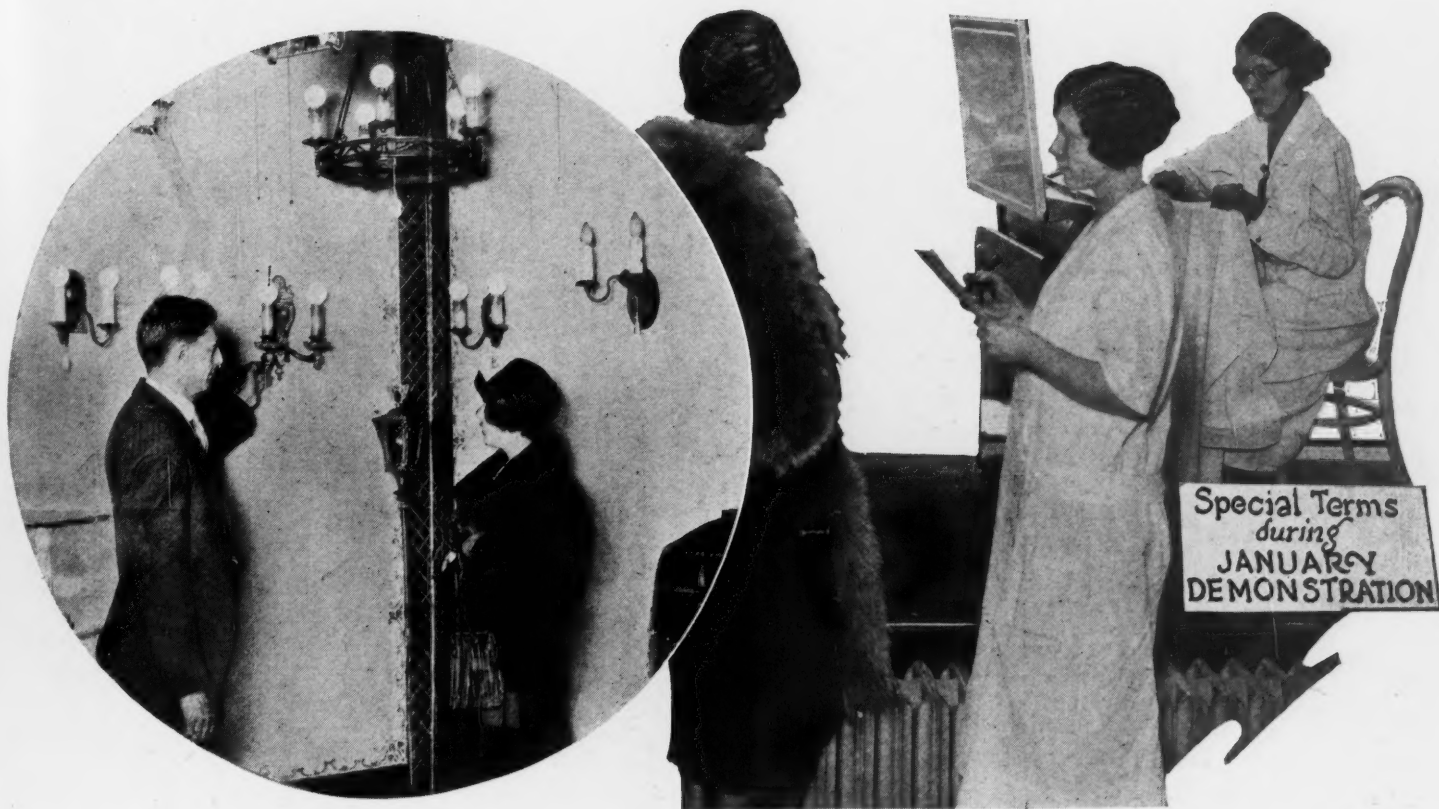
Bidding for the Christmas check—Many merchants direct their January sales activities toward getting all or part of the housewife's Christmas money present; advertising, demonstration, terms are three result-producing sales aids.



The January price reduction—In the window shown above the dealer has had a selling and display idea in associating

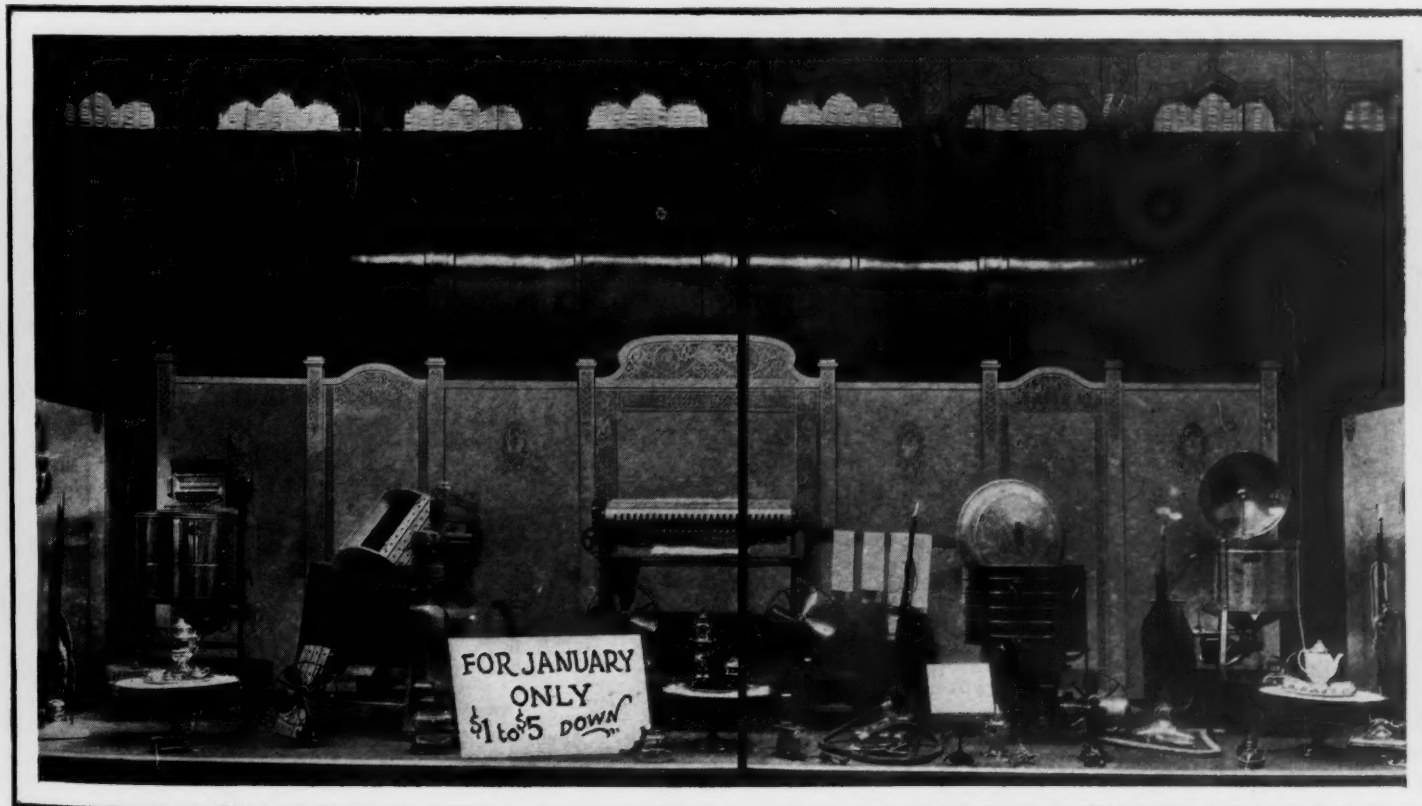
an appetizing food display with the cooking appliances on which tempting price reductions have been made.

for Increasing January Volume and Profits



Trade-in allowance on fixtures—One house in every three is a prospect for new fixtures. The sales problem is getting rid of present fixture equipment. A trade-in allowance will get rid of the old fixture and open the way to a profitable sale.

Store demonstration—An electrical appliance gains immensely in sales effectiveness when it is working. A good demonstrator working with a saleswoman on the floor will attract attention and close sales especially if special terms are offered.



Reduced down payments—On major appliances the reduced down payment has the same stimulating effect on sales that

reduced prices have on other merchandise. Especially in January when home makers are extra economical.

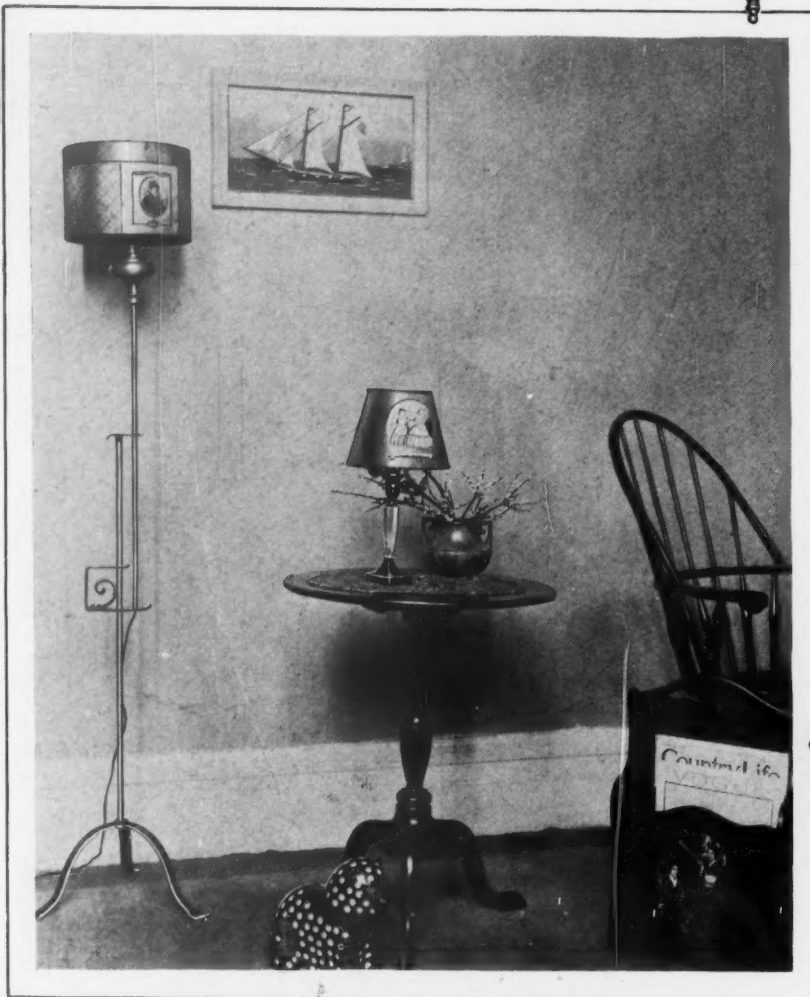
Electrical Merchandising, January, 1926



Among some of the newer lamps with glass shade is the one pictured above which has metal base and a glass shade which is of Czecho-Slovakian origin and embodies all the clear harmony of color and design for which that country is known. The lamp complete, retails for \$20. Below is another adaptation of the torchere, in lantern style, which is made of brass in statuary bronze finish, with panels of amber or crystal moss glass. Retail price, \$15.



Gone is the excessive ornament that once characterized lamp design. In its place there is now a simplicity of design, decorative, but quietly dignified, that is very pleasing. This trend is also quite evident in the new shades, for the quaint and sober parchment is still very popular and chintz is still being shown with Early American lamps. Silk and georgette are, of course, always used although the tailored shade seems to be preferred to the more ornate, heavily-trimmed shade. Glass is also making a strong bid for favor.



Above: Of half-polished iron and brass is the adjustable floor lamp pictured with its lovely little hat-box shade. The base retails for \$20 and the shade for \$11.50. The small candlestick lamp on the table is of amber and crystal glass and the parchment shade has Godey print. It retails for about \$7. Woven in worsted by an old English deep-sea sailor is the ship picture on the wall which retails for \$25. The French pottery cat on the floor is \$10. The magazine rack may be had in a choice of colors with Japanese decoration or with Godey print, for about \$13.

The framed relief map on the wall of Cape Cod and its environs is \$25. The two-light Directoire lamp at the extreme left is made in brushed brass and steel and sells for \$30. The 14-in. oval shade retails for \$11.50. The smaller lamp of amber etched glass with parchment shade, is listed at about \$17. The Early American bridge lamp at the top of the page, retails for \$15 while the 10-in. pleated chintz shade is \$4.

Simplicity and Dignity Mark 1926 Lamp Styles

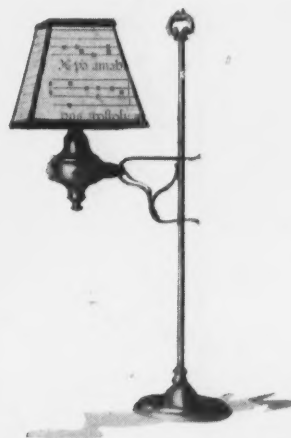
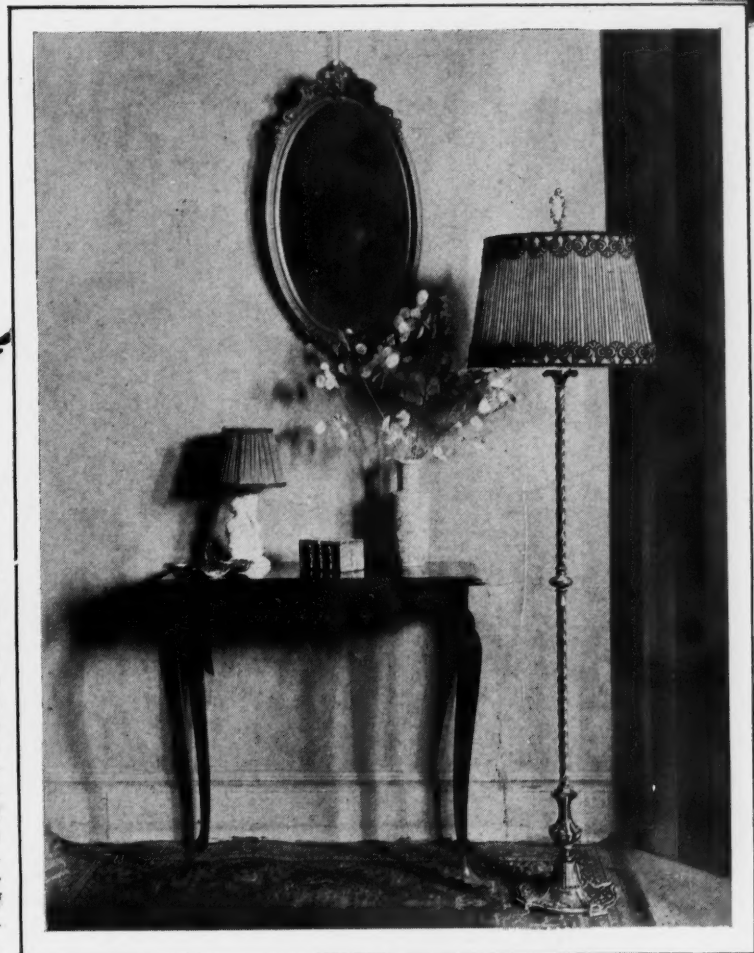


Above: Combining scientific lighting with graceful design is the double-action floor lamp above, which conceals four silvered lamps under its attractive parchment shade. Separate control of lights makes it possible to turn on the two upper lights for general illumination purposes and the two lower ones for reading purposes. The base and shaft are metal in antique gold finish. Listed at \$35.

One of the new floor lamps just completed is the one below which has solid metal shaft finished in statuary bronze. The shade is georgette, lined and interlined with silk, trimmed with cut velvet banding. It retails, complete, for \$25. The small pottery-figure lamp on the table, with silk shade, retails for \$7. The table lamp to the right has polished brass base and measures 28 in. overall. The 18-in. oval shade is black georgette lined with tangerine silk. Intended to retail at about \$30. The Florentine leather picture frame is \$15 and the wall clock, with eight-day movement, is also \$15.



Taken from the old missals, hand-lettered in ancient monasteries centuries and centuries ago, are the panels forming the lamp shade pictured. The score and the accompanying chant can be clearly seen in the photograph. The base is of half polished iron and pewter and has adjustable arm. Retails for \$17.50 while the shade is \$17.



Right: Here is a group of boudoir, desk or occasional lamps. The lamp at the extreme left has pinch-bottle base, finished in a choice of colors with old-fashioned flower cluster on three sides. The 10-in. shade is of book cloth with ribbon binding. Intended to retail, complete, at about \$14. The next lamp has pottery base which may be had in several colors. It is 17 in. overall. Intended list price, with parchment shade to match, \$10. The third lamp has lustre pottery base with shade of shellacked paper backed with buckram. It retails complete for \$8. The lamp at right has wooden base of antique ivory finish, with colored trim and has parchment shade with crackle finish. Intended to retail at about \$12.



Over 250,000 Eur to Consum

[[Not Merely Ship

This—the largest number of electric vacuum cleaners ever sold by any manufacturer in any one year—represents the average sale of one Eureka for every 25 resident users of electricity in the United States who did not own an electric cleaner January 1st, 1925.

*To Dealers in the
Major Home Appliances:*

*(Only by handling the
world's fastest selling
electric vacuum cleaner
can you reasonably ex-
pect maximum volume,
most rapid turn-over,
easiest selling and great-
est profit. Write or wire
the factory for an im-
mediate interview with
our nearest sales
manager*

*The
Grand Prize*



EUR

VACUUM

How to Estimate a Residence-Wiring Job

First of a Series of Articles on Estimating Methods
Applicable to the Principal Classes of Work Which
the Electrical Contractor Is Called Upon to Figure

By J. W. HOOLEY

Contracting Electrical Engineer, New York City

SOME years ago, the writer prepared a series of articles on estimating, which was published in *Electrical Merchandising*.

The purpose of those earlier articles was to call attention to the necessity for the *proper preparation* of the estimate. And judging from the inquiries received for special information, and in many cases for additional figures and data, considerable interest was manifested.

For example, one contractor wrote in that he did not have time to prepare each estimate in detail, but simply checked back to see what some similar job had cost, and as nearly as he could, *averaged the cost per outlet* of the old job, against the new.

Further correspondence developed the fact that this man had been in business five years, did his own estimating, superintending and with some outside help, kept his own books and records. It can easily be guessed how inaccurate his records were. As a matter of fact, his financial condition had not improved after five years of effort, so at best, he had obtained but a living from his business. And all because he had been too busy to prepare proper estimates.

Profit Unlikely Without Proper Estimate

When an estimate is submitted and a contract awarded, the contractor has just received a license to go to work. And whether the particular job shows a profit or a loss, will depend entirely on what the job costs as against what is received for the job; so that, unless a proper estimate of cost was the basis of the contract, the chances are all against the job coming out on the right side of the ledger.

The writer realizes that one contractor's cost is not another's; for some contractors, by superior organization and methods, can and will "pull a job out" and make a greater profit than others. This is true chiefly on larger jobs, where more is at stake, rather than on the smaller jobs. But a job "under estimated" or improperly estimated is always a sore spot, at best. And such an estimate prepared by a highly-organized company will be, in all probability, greater in error than one not so highly organized, and therefore becomes all the harder to "pull out."

Estimator Must Consider Other Trades

There are many first-class mechanics, superintendents, engineers, and purchasing agents, but there are few first-class estimators. For a really first-class estimator must combine in a large measure, the knowledge and ability of engineer, superintendent, mechanic and purchasing agent, plus the power of visualizing the work being estimated.

The estimator must have considerable experience in plan and specification reading. He must also be a student of building methods and general construction, because in most cases, the work he is figuring is just one element of the general scheme of construction, with all the other trades affecting the speed and precision with which the electrical construction may be completed. The estimator, therefore, must develop a strong power of visualization and must see clearly just how the various stages of construction will be completed, in order that he may clearly forecast how the labor is applied which he is estimating. Also—and this is very important—he must be

able to see the finished product as a whole.

The present series of articles on estimating is not written with any intention to supplant the many excellent hand-books, or works on this subject, but with the sole intention of trying to outline as factors in the science of estimating: (1) The necessity of a very orderly mind, (2) methods of setting down in detail the quantities of labor and material with certain fixed rules, and (3) the general development of certain estimating sheets or forms, so that material and labor may be quickly subdivided or analyzed for general reference or data.

If the man who estimates and studies estimating, will strive for the power of visualizing, and will learn to record plan and specification information, in orderly arrangement on a set form or sheet, we will find that he has at the completion of the material record, very definite knowledge as to the amount or cost of the necessary labor to install these materials. Careful records and the study of facts thus collected will help to reduce estimating to a science.

Making Up the Rough Notes

The estimating data to be referred to in this series of articles has all been taken from actual contracts performed by the writer, with corrections made only to compensate for present costs of material and labor.

Two forms of estimating sheets will be used, both developed by the writer personally, and used by him for a number of years. Experience has proven that any job, large or small, may be properly recorded and tabulated by using these sheets for estimating and reference.

Too often pages of a scratch-pad

TOTAL	SHEET	MATERIAL	LABOR
Circuit Work		26892	29695
Feeders and Mains		8881	7350
Service or Generator Cables			
Switch and Panel Boards		5000	2200
Fixtures			
Lamps			
Bell Work		3700	4200
Public Telephone System			
Private " "		11600	4200
Clock System			
" "			
Engines			
Generators			
Motors			
Pumps			
Foundations			
Board and Carfare		2500	
Tape Solder etc		2500	
Totals—M. and L.		61073	47645
Total Labor		47645	
Bond and Inspection		1000	
Total		109718	
40% Overhead Expense		438	
Cost		1535	
15% Profit		230	
Bid		1765	
Above Estimate Checked by H.M.			If lost, state why
Contract Closed by Me.			
Date Closed Oct. 10			
Date Work Started Nov. 20			
Date Work Completed June 10			

Notes

splendid memory check, and in addition to the proper captions for material and labor going to make up the various systems and unit listings, provides for Bond and Inspection, Overhead Expense, and also calls for the record of who checked the estimate; who closed the contract; date when the job was started; when completed; or if the job went to some other concern, why (whether price or preference).

Page 4 is the total sheet, and all totals of materials and labor are carried to this sheet. As the items are transferred to the total sheet, they should be checked off.

This record is absolutely essential

Use lead encased cable for phone work.
One 4-drop annunciator in kitchen.
Two 2½-in. bells, in hall, different tones.
Two 2½-in. bells, maids' hall, different tones.
Floor push in dining room.
All bell wire—R.C. No. 18.
All buttons to match hardware.
All to be operated by one 6-volt transformer.
All work to be guaranteed for one year's time.
All switch plates, receptacle plates, etc., to match hardware.
Standard contract—85 per cent payment on work installed
monthly.
Final payment, thirty days after completion and delivery of
final underwriters' certificate.
Job ready to start.
Owner—Good pay—No risk.

to the successful contractor, and goes to help make up experience and judgment, and will all count in your favor when the same type of job is estimated or you do business with the same concern.

Analyzing the advantages of such an estimating record further: As the sheet calls for the size of building and the number of floors are also recorded, the cube of the buildings is easily obtained, and the cost of the job divided by the cube of the building will give the ratio of cost per cubic foot.

Very valuable data for approximating costs, as all contractors are called to do at times, are made available in this way. Also as each system or unit is listed separately, the ratio of labor to material, and the relative values of each system to one another, or the total are very readily obtained, which all aids in intelligently analyzing and checking costs and estimates, and compiling sound data.

Estimating a Private-Residence Job

The estimate shown on the accompanying sheets, covers the electrical work in connection with a private residence.

The data from plans and specifica-

tions, the architect's name, the type of building, size of building, etc., are all shown on the estimating sheets, together with the distance of the underground service from the pole to the house.

The estimator's notes taken from the specifications show the house to be of frame construction and covers the work in detail, together with special notes as to finish of hardware. Note also that the work is to be guaranteed for one year's time, which means, of course, that the contractor is subject to remedy any defect occurring during this period. Very often materials such as switches and receptacles will develop defects from use, and in many cases from abuse, but which the contractor cannot afford to argue too much about, but must make good. The same holds true as concerns the telephone work and bell work.

Must Look for Payment to Owner Not Architect

All these notes must be taken into consideration in making up an estimate, particularly as concerns the amount of labor to be figured on the job. Attention is also called to the form of contract, to the payments, and to the credit risk of the owner.

These latter notes will dictate the business policy of approaching and closing of contract. The contractor must not assume that because a fairly good architect is in charge of the work that the owner is a man of financial responsibility, because the identity of the architect does not affect the credit of the one who pays for the work. The contractor may secure the architect's certificate, but, as has been truly said, "you cannot spend a certificate." It is only evidence to show that the architect certifies that the work has been done to a certain point in a satisfactory manner, and that the contractor is entitled to payment; but the contractor must look to the owner for payment.

The estimating sheets set forth the unit prices of labor opposite each item of material, and where there is no item of labor, as for example: locknuts and bushings, it is assumed the labor will be taken care of by that allowed for the installation of the conduit or BX cable. The same holds true with the various units making up all systems.

How Overhead Mounts Up

The question of the amount of overhead is distinctly a matter of the contractor's own business record. But any contractor who does work of this character will find that the tremendous amount of attention necessary for small details such as exact location of outlets, (perhaps changing a few outlets to center properly, the loss of time occasioned by other trades being slow finishing a job up), go to make up a tremendous overhead cost in proportion to the amount involved on a job of this character. This is further substantiated by the record on the estimating sheet which shows that the job was started November 20, and finished June 10, the following year, which means this portion took seven months' time. It may be held also that the amounts of labor are higher than the contractor may feel the work could be done for, but this is an average job and with the writer's experience, he believes it to be a very accurate basis for work of this character.

The basis of the labor on this job is estimated at \$10.50 per eight-hour day for mechanics, and \$7.00 per eight-hour day for helpers.

To return once more to the point emphasized at the beginning, the profit must be figured into the estimate, or it is unlikely that there will be any profit in the job.

Advertising Against Make-shift Wiring

CALLING AN ELECTRICIAN MAY SAVE CALLING THE FIRE DEPARTMENT

Faulty electrical wiring and connections are responsible for many fires in the homes; and it takes an EXPERT ELECTRICIAN to find and correct the faults.

Doctoring up your electrical equipment is like doctoring yourself. You may hit upon the right treatment—but if you don't, the results are disastrous.

Turned over to the man who thor-
hanks

INTERNATIONAL ASSOCIATION OF ELECTRAGISTS

We, the Chico members of the International Association of Electragists, are anxious to serve you with BETTER ELECTRICAL WORK.

Boblett Manufacturing Co.

628 Main Street

Gas & Electric Service Co.

233 Broadway



Bird Electric Co.

309 Main Street

Chico Electric Supply Co.

542 Broadway

In place of the ill-advertising which results to the electrical industry when a local fire is credited (erroneously or not) to poor wiring, the electrical contractors of Chico, California, recently did some advertising of their own on the subject of makeshift wir-

ing. The local contractors had not long before taken out their membership in the International Association of Electragists and they made this the text of their statement, pointing out that the step they had taken was in the interest of better work.

Appliance Selling by Central Stations

(Continued from Page 6005)

On the basis of the data already presented, the total amount of household appliance business done in this country during 1925 was at least \$200,000,000, and because of the conservative method followed in arriving at this figure it is possible that the gross volume approached \$250,000,000. Of this amount the power companies actively engaged in the sale of electrical merchandise sold \$57,451,000.

The additional load which has been placed on the lines of the power companies during the past year by the sale of some \$200,000,000 or more of household appliances is by no means small when considered in terms of revenue from energy sales. Taken as a whole, the merchandising business of a central station company may safely be calculated to return to the company one dollar in annual revenues for every eight dollars' worth of electrical appliances sold. For some appliances such as the electric iron, the ratio of return is almost one to one, while on some others it is extremely low, but one to eight is a fair average. On this basis, the household appliances sold in 1925 will add \$25,000,000 to the central station companies' gross revenue from the sales of energy in 1926.

Comparison with "Electrical Merchandising's" Cost Survey

It will be noted that there is an apparent conflict between the *Electrical World* statistics here presented and those gathered by *Electrical Merchandising* in its survey of the cost of selling electrical appliances at retail, published in the October, November and December issues.

In the November, 1925, issue, *Electrical Merchandising* presented the operations of fifty-four central stations with a total net sales of \$16,027,746. The *Electrical World* table on this page gives the gross 1924 appliance sales of 111 central station companies as \$17,596,759. The sales volumes in the two groups are nearly alike, with this exception, that those of the *Electrical Merchandising* survey represent only fifty-four central stations and those of *Electrical World* one hundred and eleven. Obviously, many larger companies have been included in the

Electrical Merchandising survey.

Leaving the question of volume however, the figures presented in these respective surveys no longer parallel. In the *Electrical Merchandising* survey the total cost of the merchandising business is represented as \$4,168,125 or 26 per cent of the amount of merchandise sold. The *Electrical World* survey shows the "operating expenses including overhead charges" to be \$8,744,578 or 50 per cent of the total merchandise sold.

Due to Limitations of Accounting Systems Used

In the *Electrical Merchandising* survey, the net profit of the fifty-four stations shown amounted to \$471,324, or 3 per cent of retail sales, whereas, in the *Electrical World* survey the net profit is shown as \$1,057,551 which is equivalent to 6 per cent of the gross sales.

In view of the facts presented above, these surveys would appear to contradict one another and especially so in the mind of anyone not familiar with central-station accounting. On the face of it, the figures as reported to the *Electrical World* are, to say the least, improbable — for this simple reason. If it cost 50 per cent to sell the merchandise and you have a remaining net profit of 6 per cent, there is left only a margin of 44 per cent with which to purchase merchandise and to take care of depreciations and shortages. The latter two items probably amount to as much as 2 per cent of the retail sales, which would leave a margin of 42 per cent as the cost of merchandise f.o.b. factory. Central stations nor no other merchants are able to buy electrical merchandise at an average discount of 58 per cent off list.

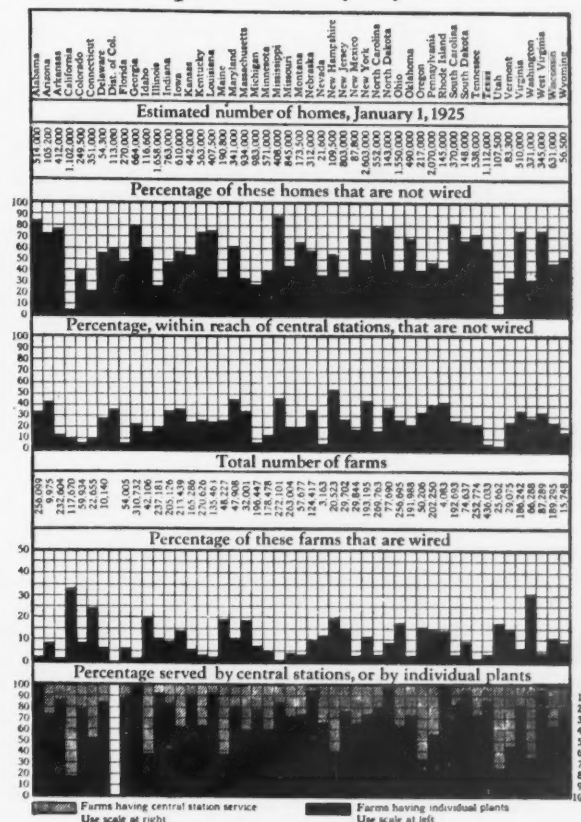
There is no doubt that a profit was made on the merchandising operations of these one hundred and eleven companies. But it should be made clear to the readers of

Electrical Merchandising that these figures are due to the peculiar accounting methods used by central stations, in most cases, methods that are imposed upon them by regulatory bodies, such as public-service commissions, etc. These accounting methods deal primarily with the fundamental business of central stations which is the generation and the distribution of electrical energy. Such companies have not given sufficient thought to an accurate, practical accounting system for their retail appliance business.

Handicaps of Central Station Accounting

Present central-station accounting systems, therefore, can not bring to the central-station executive a true picture of his retail operations. Moreover, as long as he uses them he cannot obtain the great benefits of comparisons with other retail lines and with other merchants in his own line, such as is presented through the medium of a simple, practical, uniform system, like that used by *Electrical Merchandising* in its recent survey.

A Graphic Survey by States



The above comprehensive graph was drawn up by the Lesan Advertising Agency, from figures published in *Electrical Merchandising*. It is pointed out that only twenty-one states have more than half their homes wired, and that there is still a vast undeveloped field, in this country, for the use of electricity; and even where current is available, the opportunity for the sale of electrical appliances has scarcely been touched.

Answers to Questions on the Code

Discussion of Wiring and Construction Problems
—Nationally Known Authority Answers Questions of "Electrical Merchandising's" Readers

By VICTOR H. TOUSLEY

Chief of Electrical Inspection, City of Chicago
Member of Electrical (Code) Committee, N. F. P. A.

The Meaning of the Word "Approved"

QUESTION: In many places throughout the Code the word "approved" is used. Does this mean approved by the inspector, or by the Underwriters' Laboratories?

ANSWER: The best answer to the above question is the definition of the word "Approved" appearing in Article 1 of the Code. This reads as follows: "Acceptable to the Inspection Department having jurisdiction. In order to avoid the necessity for repetition of examinations by different examiners, frequently with inadequate facilities for such work, and to avoid the confusion which would result from conflicting reports as to the suitability of devices examined for a given purpose, it is necessary that such examinations should be made under standard conditions, and the record made generally available through promulgation by organizations properly equipped and qualified for experimental testing, inspections of the run of goods at factories, and service-value determinations, through field inspections."

The approval of a device rests directly with the inspection department having jurisdiction. This authority does not lie with the individual inspector except in those cases where the inspector constitutes the "inspection department having jurisdiction." Inspections are generally carried on by local insurance boards or by representatives of insurance inspection organizations or insurance companies, or by municipal, state or government authorities. Some of these inspection authorities maintain their own laboratories and make their own tests but most of them rely upon the Underwriters' Laboratories tests and reports.

A careful reading of the above quoted definition will show that in order to qualify for the work of approval of electrical devices, a very complete and efficient organization is absolutely essential and most inspection organizations are not so equipped.

Underwriters' the Accepted Standard

All inspection authorities are provided with the Underwriters' Laboratories "List of Inspected Appliances," and the usual procedure is for an inspection department to accept the devices approved in this list except in those few cases where local rulings prevent their use.

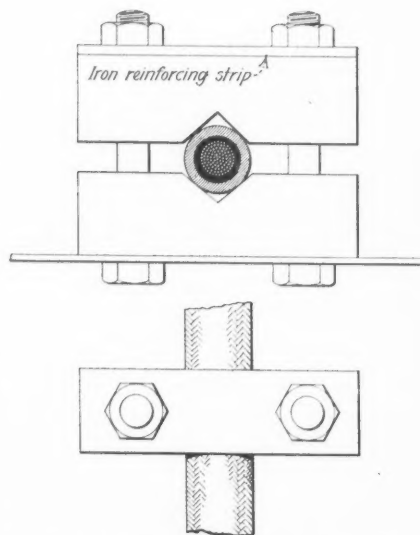


FIG. 1—METHOD OF RE-INFORCING PORCELAIN CLEATS BY IRON STRIP

Vertical Runs of Heavy Cable

QUESTION: In running a heavy cable from the basement to a penthouse on the roof of a building, is it necessary to provide supports on the cables? Does the Code require this? If so, how is it done?

ANSWER: The support of vertical wires is specifically required and the methods of supporting described in Rule 503 n, of the National Electric Code. This rule reads as follows: "Wires in vertical conduits shall be supported at the following intervals:

	Not Greater Than
No. 14 to No. 0	100 ft.
No. 00 to No. 0000	80 ft.
No. 0000 to 350,000 C. M.	60 ft.
350,001 C. M. to 500,000 C. M.	50 ft.
500,001 C. M. to 750,000 C. M.	40 ft.
above 750,000 C. M.	35 ft.

"The following methods of supporting cables are recommended:

1. By approved clamping devices constructed of or employing insulating wedges inserted in the ends of the conduits.

2. By inserting junction boxes at the required intervals in which insulating supports of approved type are installed and secured in a satisfactory manner to withstand the weight of the conductors attached thereto, the boxes being provided with covers.

3. In approved junction boxes, by deflecting the cables not less than 90 de-

grees and carrying them horizontally to a distance not less than twice the diameter of the cable, the cables being carried on two or more insulating supports, and additionally secured thereto by tie wires if desired."

The methods of supporting are indicated by the rule above quoted. Under method No. 1, there will be found on the market, devices designed to fit into the conduit and, by means of insulating wedges, afford a support for the cables. These devices will be found listed under the head of "Outlet Boxes, Plates, and Fittings—Bushings and Fittings," in the "List of Inspected Electrical Appliances" issued by the Underwriters' Laboratories. The devices are applied to the conduit where it enters cabinets, or, if necessary to obtain more frequent supports to comply with the rule, into the ends of conduit where it enters junction boxes provided for that purpose.

Under method No. 2, junction boxes are provided at suitable intervals and some form of cable support is provided. This may take the form of any approved cable clamp so designed that it grips the cable by means of an insulating support sufficiently tight to properly support the weight of the cable. Ordinary porcelain cleats are sometimes used for this purpose but they should be backed up by an iron strip over the outer half of the cleat. This strip is drilled to correspond with the holes in the cleat. Nuts or bolts used to support the cleat will bear on the metal strip instead of on the porcelain. This arrangement not only reinforces the cleat but, should the cleat break, this iron strip will keep it from being forced apart by the cable. This is shown in Figure 1.

What Happens When Cable Is Unsupported

The method indicated in No. 3 is shown in Figure 2, which shows the support of one cable only. Tie wires may be used, as shown on the upper insulator, if necessary to hold the cables in place on the insulator.

The necessity for supporting vertical risers, while quite obvious on a little consideration of the matter is very frequently neglected. Take, for instance, the case cited by the questioner. In all probability the riser referred to supplies an elevator motor in the penthouse and the conduit quite likely is carried up the elevator shaft. In the basement where the conduit enters the shaft is probably a right-angle bend. Very frequently also, conduits of this class run

directly into a switch box where the cables attach to the lugs on the switch.

Without proper support as required by the Code rule, the weight of this cable will come either on the switch lug or, what is more likely, on the bend at the bottom of the shaft. The tendency at this point is for the weight of the cable to force the copper through the rubber insulation at the bend and in contact with the conduit and this frequently happens on installations not properly supported in accordance with the rules.

Methods of Protecting Conduit

QUESTION: What is the difference between the various kinds of conduit? Where and under what conditions can each be used? Why is the minimum size limited to 1/2-in. diameter?

ANSWER: Rule 503 a says: "All surfaces of conduit tube, elbows, bends and similar fittings shall be suitably protected from corrosion." Rule 503 c reads in part: "... and shall have an interior coating of a character and appearance which will readily distinguish it from ordinary pipe used for other than electrical purposes. . . ."

There are four general methods of protecting electrical conduit from corrosion. Enameling, electro-galvanizing, sherardizing and hot galvanizing. In all of these methods, however, the interior of the conduit is enameled. In enameled conduit the iron pipe is first cleaned and a coat of enamel applied after which the conduit is usually baked to harden the enamel. In electro-galvanized conduit the pipe is cleaned and a coat of zinc applied by the electro-plating process.

Sherardizing is a process in which the raw pipe after cleaning is baked at a high temperature in the presence of zinc vapor. The zinc forms a combination with the exposed iron surface of the pipe. While in electro-plating, a coat of zinc is deposited on the outside of the iron pipe, in sherardizing the zinc permeates the outer layer of metal and, while the zinc is quite dense on the surface, it becomes less dense below the surface. In hot galvanized conduit, molten zinc is applied to the iron pipe after cleaning. The excess of zinc is removed and the galvanized surface smoothed down.

In each of these makes of conduit a certain protection is afforded against corrosion, the comparative value of these different methods for different uses being generally determined by engineers, architects, contractors or the user of the conduit. So far as the Code is concerned, no distinction is made between the various makes of conduit, and any approved conduit can be used where conduit is required by the Code rules.

The enameled coating on the inside of conduit serves to prevent corrosion, to provide a smooth raceway for the wires and to afford a distinguishing characteristic for conduit for electrical purposes. This latter provision, while not so important now that the electrical trade has assumed a definite position among the building trades, was of extreme importance at that point in the

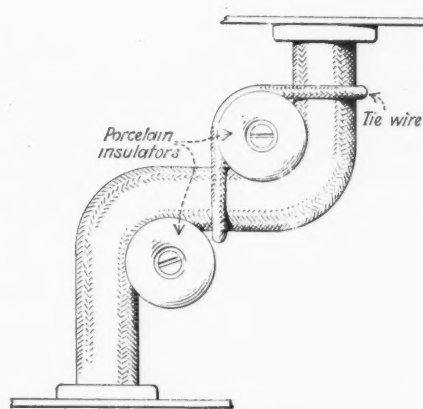


FIG. 2—SUPPORTING ONE CABLE ONLY—USE OF TIE WIRES

development of electrical construction when the electrical trade began to use pipes similar to those used by steam fitters, gasfitters and plumbers.

Lights and Bells on Same Switch

QUESTION: I have a contract for wiring a building which contains a bowling alley. In one end of the bowling alley is a raised platform. The plans call for a set of ten double-pole snap switches on this platform, each switch to control one 110-volt lamp and a bell run from a bell transformer. Does the National Electric Code allow a lamp and a bell to be operated from a double-pole snap switch using one blade for the lights and the other for the bell?

ANSWER: Rule 503 j of the National Electrical Code reads: "... Wires of different systems shall not occupy the same conduit. Different systems are those which derive their supply from . . . (3) transformers having different secondary voltages."

While the wording of this rule states that wires of different systems shall not occupy the same "conduit," the rule is generally construed by inspection departments to prohibit wires of different systems from occupying any part of the same conduit system including conduit, outlet boxes and cabinets. It is plainly evident that this is the intent of the rule. The hazard in bringing wires of different systems together lies in the possibility of a cross between the two sets of wires whereby the high voltage of one set of wires is impressed upon the other. A lighting voltage of 110 volts crossed with a bell circuit is very liable to start a fire. The two systems do, of course, get together in the bell transformer but the Underwriters' Laboratories' specifications are designed to safeguard against a cross between the two systems in this device.

If the wiring of the building referred to is being installed in conduit the two sets of wires (light and bell) would

have to pass through the same outlet box to enter either a flush or surface-mounted snap switch and this would be a violation of the Code rule. If the wires were run knob-and-tube or open-work the rules require a two-inch separation and this would prohibit the two sets of wires entering the switch. In any event it would be a violation of the spirit of the Code to bring the two systems together in a double pole, snap switch.

As a suggestion to the questioner, it would be possible to wire this system in a manner which would not violate the code but some additional expense would be incurred. The double-pole switch could be made to operate two 110-volt lines, one to the lamp and one to a bell transformer, or a single-pole switch could operate one line feeding both the lamp and the bell transformer. In neither of these cases would it be necessary to bring the bell wiring to the switch. The additional expense involved would be in providing ten bell-ringing transformers in place of one. However, if the two systems must operate simultaneously this additional expense might be justified.

Length of Conduit

QUESTION: On a recent order of conduit I found that some of the conduit was not the usual ten feet in length. A number of pieces were two or three inches short of ten feet. Am I safe in using this conduit?

ANSWER: Rule 503 c of the Code reads: "Finished conduit, as shipped, shall be in 10-ft. lengths, with each end reamed and threaded, etc." This rule apparently requires that conduit shall be in lengths of ten feet; no more, no less. It would seem, therefore, that conduit two or three inches less than ten feet in length is not standard and is a violation of the Code rules.

Current-Carrying Capacity of Angle Irons

QUESTION: Will you please tell me where I can obtain information regarding the carrying capacity of angle irons used for trolley work on traveling cranes?

ANSWER: The following table issued by the Sprague Electric Company will probably furnish the information desired. This table is calculated on two ratings. Table A is based on a radiation of .75 watts per square inch of conducting surface and is recommended for intermittent duty. Where a more continuous duty must be provided for, Table B, which is based on a radiation of .5 watts per square inch, is recommended. Drop must also be taken into account and it is recommended that this does not exceed 10 per cent.

Carrying Capacity of Angle and "T" Irons.

Size L's.....	1½-1½-1	1½-1½-½	1½-1½-1	1½-1½-½	1½-1½-1	2-2-½	
Amp.....	340	370	385	400	410	480	A
Amp.....	275	300	317	328	335	393	B
Size T's.....	1½-1½-1	2-2-½	2½-2½-½	2½-2½-½	2½-2½-1	2-2-½	
Amp.....	390	475	520	555	565	490	A
Amp.....	320	388	426	455	460	400	B

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes with Charles M. Schwab that:

"This ought to be the happiest period in American history. Unprecedented prosperity surrounds us on every hand, and the outlook for the future is such as to give grounds for unlimited confidence and encouragement."

Our 1926 Customer List— 14,537,000 Homes

THE electrical industry starts 1926 with 1,100,000 more customers having electricity in their homes than had it a year ago—making a total of 14,537,000 homes now wired for electricity and using electric lighting service.

During 1926 additional customers will be added at a rate of 75,000 monthly. At this pace are we catching in the equipping the 3,000,000 other homes already reached by lighting company lines but not yet wired for service.

These basic statistics give the broad outlines for the business outlook for the selling of appliances, fixtures and portable lamps during 1926. The million or more new homes must be equipped. And many of the 14,000,000 already fixtured need better lighting equipment. Indeed it is estimated that one out of three of all the fixtures now in use demand immediate replacement. The public is calling for better lighting and better artistic values. The rapid growth of the electric home idea, the increasing use of labor-saving devices, the popular demand for electric refrigerators and electric cooking—are all bound to have their inter-influence on each other in the public's increasing acceptance of the electrical idea.

Retailing Costs, Profits, Standards

1. To learn at first-hand whether electrical retailers are or are not making reasonable profits under existing margins;
2. To compare electrical-appliance selling costs and profits with those common in other merchandise lines, and
3. To set up "standards" for operating expenses in efficiently-run retail appliance businesses,—standards by which individual merchandisers can compare their own operations.

These have been the three purposes of *Electrical Merchandising's* editors in gathering, under expert supervision, the figures on retail appliance businesses which have been appearing on these pages. The studies themselves have been by far the most complete and extensive ever made on the subject, and the facts, as developed, have been presented impartially, and

without attempt to prove any theory. They are offered as a contribution to the science of distribution, in a specialized field destined to be of increasing importance.

An Opportunity in Old House Wiring

IN A Pacific Coast city where the competition between electrical contractors is so great that price cutting has greatly undermined the business, there is one contractor who always has plenty to do and who does it very largely at his own price.

It should be said that his price is a reasonable one, but includes all the factors of overhead and labor costs, allowing a fair profit for the work. This man is independent because he has made a specialty for himself and has so built up his reputation for this work, that the public naturally turns to him when a job arises in this line. His particular field is the rewiring of old houses.

There is nothing spectacular in this work, but he has found that there is a very good business in it, providing the man will go out and get it. The field requires salesmanship.

As a rule the owner of a house which is already wired is not of his own initiative in the market for more electricity—he must be sold the idea of greater comfort in his own home or greater renting qualities as a landlord. There are no building permits in the paper which make job-seeking easy; the contractor must sense an opportunity for himself and then convince the owner. For this very reason, however, there are not likely to be a troublesome number of competitors in the field. It is a business whose extension lies within his own hands.



Who Sells Electrical Appliances in 1926?

FOR some years back our hardware and department store friends have been looking longingly at the electrical-appliance field. Certain hardware dealers and some department stores have taken on electrical lines and—becoming electrical merchants, in methods, in trade reading, and in point of view—have done a pretty good job of electrical selling. But how scattered these examples yet are, and how small the total bulks in the mass volume of electrical appliance selling, is well shown in the statistical article in this issue, based on a nationwide survey of distribution conditions. As the graph on a preceding page indicates, the four principal classes of dealers, and their relative importance by volume, are as follows:

Electric light and power companies	42.5 per cent
Electrical dealers and contractor-dealers	26.9 per cent
Department stores	15.4 per cent
All other stores (including hardware dealers)	15.2 per cent

These are facts to think about in getting the 1926 picture of electrical-appliance selling.

A Word in Favor of Luxuries

A CERTAIN attitude of mind places one department of life among those items on which one economizes and another among the things which are expensive but which one must have. We find the housewife, therefore, carefully refraining from the use of butter in her cooking and turning out all electric lights but the one in immediate use, thereby saving herself a fraction of a cent in her bills at the end of the month—and at the same time finding it necessary to purchase a closed car in place of a touring model when it comes to the selection of an automobile.

The reason for the difference has nothing to do with the amount of money involved—it is based more fundamentally on the entire viewpoint of the public. Electricity and electrical appliances are looked upon as one of the means by which one saves—and saving is prac-

ticed accordingly. Automobiles are a comfort and a luxury and purchased as such with a reckless and admirable disregard of mere money values. The reason of course lies in the entire difference in the approach of the two industries to their customers.

The electrical man has unfortunately introduced his product at every point as a money saver. He does not exactly apologize for the cost of the articles he sells, but where some appliance has been reduced in value or where a slight saving is made possible by a new lamp or a heating element, he rushes this fact to the fore with a haste suggesting the emphasis of his own mind.

The moral is obvious. Let us not set out to make our product a luxury, but let us have the courage to disregard the money question altogether as not mentionable in the good society of what we have to offer. We may perhaps one day reach the point where our necessities of life sell as well as do the luxuries.

Gives Free Service for Six Months

Editor, *Electrical Merchandising*:

Regarding the servicing of electrical appliances and radio sets by the dealer, I charge for time actually spent on the job only, for a period of six months.

Electrical merchants have to give service on appliances in order to be able to offer more than the hardware and notion store dealers to their customers.

It is better that electrical merchandise be sold only by electrical dealers and men who know something about electrical appliances and can be of service to them, than every hardware and variety store, as is now the case.

If the day ever comes when electrical merchandise is sold only in electrical stores, the problem of service will solve itself.

P. E. HAWLEY.

224 E. Broad St.,
Westfield, N. J.

With Electric Blower, Burns Mine Run Slack at \$7 Ton

Editor, *Electrical Merchandising*:—

I have nearly twenty electrical appliances in my home, but the one "real life-saver" is the electric blower on my heating plant!

I had thought my electric refrigerator was just about "it," but a blower for the furnace is better.

There seems to be no end to electrical appliances for homes, and when once in use, one wonders how we lived without them. One of the

valuable electric helps is the fan to keep us cool in summer, but the fan or blower for the heating apparatus is now proving of even more value

The Index for "Electrical Merchandising," 1925—

is now ready and will be sent to any subscriber on application. Address Editor, "Electrical Merchandising," Tenth Avenue at 36th Street, New York City.

as it gives needed draft and consumes the coal much better than without the fan.

We had all gotten into the idea that hard coal, with its price going higher and higher every year, and its ever increasing volume of slate or near slate, was the only fuel we could burn. After we had shoveled this stuff into the furnace we had nearly as large and heavy a crop of ashes as we had shoveled coal into our heating plant. This ash heap had cost good money to fill our coal bins and cost good money and hard work to get it out of our cellars, and is an added burden and expense to the cost of garbage collecting, as cities as well as persons, have to pay for collecting and hauling ashes.

More Heat Units—Burns Better

Semi-hard coal or smokeless soft coal is much lower in price, and contains more heat units and burns up much better and does not leave one-quarter as much ashes as does the anthracite coal. Some kinds of semi-hard coal keep fire better and longer than hard coal.

After a little experience in firing,

one learns never to cover up all the live fire, for this semi-hard coal does not give off any more smoke than hard coal if there is a chance for the open fire to consume the gases as they arise. The only reason why this soft coal has not proven to be acceptable for the heating of homes is because more draft is required than for hard coal. This is where the electric blower has proven so successful. The cost of electricity per day for a blower is but a few cents, almost nothing, but its use gives draft enough so the cheaper grades of hard coal, like buckwheat and pea, or mine-run, or lumps of semi-hard coal can be used. One does not need to poke and shake the fire all the time where a blower is used. This saves much coal and makes a big saving in the bill for heating and reduces the volume of ashes.

Will Wonder Why We Used Hard Coal

The use of the blower will lead to the use of lower-priced coal. After seeing how much can be saved by using these cheaper grades of coal, everyone will wonder why they were so tied up to the expensive hard coal and will be ready to say "thank-you" to the hard-coal strikers and operators who are causing so much discomfort just now.

I used mine-run Pocahontas for two winters and liked it. The semi-hard coal I am now using has no smoke and we get about two bushels of ashes per week from our steam plant. The price of this kind of coal by the car load is about \$7 per ton, delivered.

A blower blows up the sulky fire and blows away the blues and saves us a lot of money.

Medina, N. Y.

CLARK ALLIS.

News of the Electrical Trade

Western Inspectors at Chicago January 26 to 28

The twenty-first annual meeting of the Western Association of Electrical Inspectors will be held at the Hotel Sherman, Chicago, Ill., January 26, 27, 28, 1926.

Mayor William E. Dever will welcome the association.

Wednesday and Thursday's sessions will cover a wide variety of subjects. Their scope, and the high calibre treatment they will receive is indicated by the following list of titles and speakers.

"Code Revision Procedure," A. R. Small, Chairman Electrical Committee, National Fire Protection Association, New York City; "The Recent Progress Toward Uniform Use of the National Electrical Code," W. J. Canada, Field Secretary, Electrical Committee National Fire Protection Association, New York; "The Uniform Electrical Ordinance," Harry B. Kirkland, The Society for Electrical Development, New York City; "The Work of Local Code Committees," A. Penn Denton, Association of Electragists (International) Kansas City, Mo.; "Safety with Economy," Laurence W. Davis, General Manager, Association of Electragists (International), New York City; "The Red Seal Electric Home," speaker to be announced; "What an Electrical Inspector Should Know About Lighting," John A. Hoeveler, Electrical Engineer, Industrial Commission, Madison, Wis.; "Increasing Demands Upon Electrical Inspectors," Israel Lovett, City Electrician, Omaha, Neb.; "Electrical Work at the Bureau of Standards," Morton G. Lloyd, Electrical Engineer, Bureau of Standards, Washington, D. C.; "Attitude of Electrical Industry Toward the Electrical Inspector," Earl E. Whitehorne, Contributing Editor, *Electrical Merchandising*, New York City; "Reinspection," S. B. Williams, Editor, *The Electragist*, New York City.

Vice-President, General Electric Company



Chas. E. Patterson, new vice-president in charge of merchandising, is a native of New York City, was born in April, 1866. He entered Princeton University with the class of 1886. On the day he received his diploma from college he was elected comptroller of the American Locomotive Company. After eight years with this company he became associated with the General Electric Company and in 1913, he was elected comptroller, a position he held until September 10, 1920, when he was elected a vice-president of the company.

Conventions Coming

COMMERCIAL SECTION NATIONAL ELECTRIC LIGHT ASSOCIATION, *Chicago, January 14-15.*

WESTERN ASSOCIATION OF ELECTRICAL INSPECTORS, *Chicago, January 26-28.*

AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS, *New York, February 8-12.*

NATIONAL ELECTRIC LIGHT ASSOCIATION, SOUTH-WESTERN DIVISION, *Galveston, Texas, April 13-16.*

NATIONAL ELECTRIC LIGHT ASSOCIATION, 49TH ANNUAL CONVENTION, *Atlantic City, N. J. May 17-21.*

General Electric Advances Baldwin and Patterson

George P. Baldwin, general merchandising manager of the General Electric Company, was elected a vice-president of the company at a meeting of the executive committee on November 20. Mr. Baldwin, who will have charge of activities connected with the electrification of steam railroads and such other duties as may be assigned by the president, will have headquarters at 120 Broadway, New York City.

Charles E. Patterson, vice-president in charge of finance since 1920, will take charge of all merchandising activities of the company, including the supervision of company supply-houses.

Hurley Machine Proposes Change in Name

At a recent meeting of the board of directors of the Hurley Machine Company, Chicago, manufacturer of washing machines, ironing machines, and vacuum cleaners, a recommendation was made to the stockholders that the name of the company be changed to the Electric Household Utilities Corporation and that the capital stock be changed from 300,000 shares of no par value to 600,000 shares having a par value of \$10. The stockholders of the company will vote on the above changes on December 28.

For many months the experimental laboratory of the company has been developing a new domestic electric refrigerator. The company now plans to market this device as well as to enlarge its present merchandising activities in the electric household appliance field.

Further Approvals of The Home Lighting Program

Since the issuance of progress report No. 4, on December 2, there have been received further resolutions of approval from various lighting fixture and illuminating societies; notably, from the Philadelphia local of the National Council, the Milwaukee Chandelier Club, the Illuminating Glassware Guild, and the Association of Lighting Fixture Manufacturers.

"Graybar Electric Company" New Name of Western Electric Supply Department

The wholesale electrical supply business carried on by the Western Electric Company, has, effective January 1, been separated from the telephone manufacturing business and incorporated under the name of the "Graybar Electric Company." This gives to the former supply department a separate identity made necessary by its importance as the largest wholesale distributor of electrical apparatus and related equipment in the world. Since it came into existence in 1869 as the partnership of Gray & Barton, the name which it now resumes in modified form, the supply business has grown steadily until it now serves more than 35,000

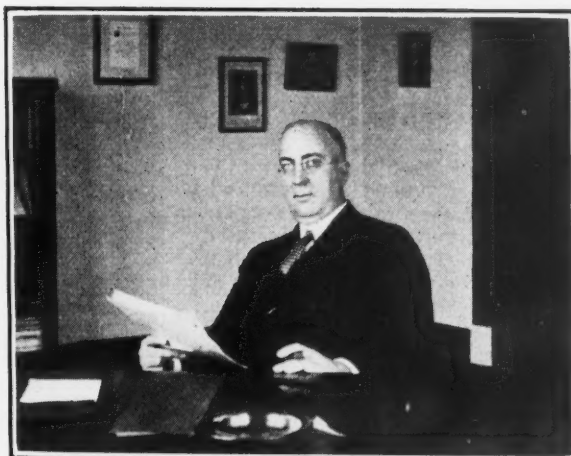
President, Graybar Electric Company



Albert Lincoln Salt, president of the new Graybar Electric Company, began his business career in 1881 as an office boy for the old Western Electric Manufacturing Company. He advanced steadily until in 1895 he became assistant manager of the New York office, and in 1900 he succeeded to the dual position of assistant telephone sales manager and general purchasing agent. In 1913 he was elected vice-president of the Western Electric Company, and he has held the position of vice-president in charge of purchases and traffic, up to the present time.



Leo M. Dunn, as vice-president of the Graybar Electric Company, has charge of merchandising and accounting. Mr. Dunn went to work in March, 1886, with a local telephone concern associated with the Western Electric Company. Stepping into his first supervisory job at the age of nineteen, Mr. Dunn started on a long and conspicuous career. He became Western Electric manager at Pittsburgh in 1913, and manager of the Philadelphia house in 1918. Two years later he was transferred to New York as manager of the New York distributing house and eastern district manager. He became general merchandise manager of the Supply Department in 1923.



George E. Cullinan, vice-president in charge of sales of the Graybar Electric Company. At Williams College, in 1901, he was a star at baseball, football and track. Not only did he set a new college record for the hammer throw, but his work on the gridiron brought him All-American recognition. Mr. Cullinan entered the New York house of the Western Electric Company and in 1907 was transferred to St. Louis, where in 1909 he was made manager. His next step up was as manager of the Chicago distributing house and central district manager. In January, 1923, he came to New York as the general sales manager of the Supply Department.

trade customers through fifty-five distributing houses in important cities. Its sales totaled \$66,000,000 in 1924.

The Western Electric Company heretofore had been both the manufacturing company of the Bell System and a wholesale distributor of electrical supplies. Both of these lines of business require specialized organization and specialized management.

Physical separation of the two departments was carried out in 1923 with the opening of general offices for the supply department in the Pershing Square Building, New York. The advent of the Graybar Electric Company into this field as the successor to the Western Electric Company to which it was also predecessor, therefore, involves comparatively few changes.

Will Continue Wide Line of Supplies and Appliances

The Graybar Electric Company will continue to merchandise a wide variety of supplies. Apparatus such as motors, generators, electric lamps, industrial and other lighting equipment, household appliances, and the like, formerly sold under the Western Electric name, will now be sold under the trade name of "Graybar."

The company will continue to market equipment of Western Electric manufacture, such as train-despatching telephone apparatus, inter-communicating telephone systems, lead-covered cable, etc. It will be concerned with radio through its sale of broadcasting apparatus and other radio telephone equipment which the Western Electric Company may manufacture. Other supplies entering into the Gray & Barton business will be pole-line equipment, schedule material, wire, accessories for electrical contractors and dealers, carrier current systems, etc.

The officers of the new Graybar Electric Company are: President, Albert L. Salt; executive vice-president, Frank L. Ketcham; vice-president in charge of sales, George E. Cullinan; vice-president in charge of merchandising and ac-

counting, Leo M. Dunn; treasurer, Elmer W. Shepard, and secretary, N. R. Frame.

Charles G. Dubois is chairman of the board of directors which is made up of the president and three vice-presidents and the following Western Electric Executives: Richard H. Gregory, Howard A. Halligan, Geo. C. Pratt, Wm. A. Sibley. The capitalization of the new company is fifteen million dollars; all owned by the Western Electric Company.

Frank D. Fagan, until recently, advisor to the Tokyo Electric Company, has joined the general staff of the merchandise division of the General Electric Company, at Bridgeport, Conn. Mr. Fagan, while in Japan, has done a great deal towards the organization of co-operative societies in that country.



Frank A. Ketcham, executive vice-president of the new Graybar Electric Company, was born at Saginaw, Mich., and attended the University of Michigan where among other activities he achieved fame as a football star. He started his business career with the Western Electric Company at Chicago in 1900. Mr. Ketcham became general sales manager of the Western Electric Company in 1918, and in 1923 was appointed general manager of the Supply Department which had been separated from the Telephone Department in 1921.

Electric Club of Philadelphia Honors Washington Devereux

By unanimous vote, the Electric Club of Philadelphia, at its annual election held December 3, 1925, elected Washington Devereux, head of the Philadelphia Underwriters, to life membership in its organization. He was also made honorary president and a member of the board of directors for life. These signal honors were bestowed because of Mr. Devereux's whole-hearted support and continuous interest.

At this same meeting the following officers were elected: *president*, D. C. Birdsell, Decorative Lamp and Shade Company; *vice-president*, John H. O'Brien, General Electric Company; *treasurer*, J. S. Crosby, Whalen-Crosby Company; *secretary*, Samuel B. Gilpin, General Electric Company.

Commercial Section of N. E. L. A. to Support Appliance Advertising

The support of the Commercial Section of the N. E. L. A. was pledged by Chairman E. W. Lloyd, at the last meeting of the section, to the advancement of concerted and concurrent appliance advertising of central-station companies and manufacturers during 1926.

Co-ordinated and concentrated publicity, on a selected seasonable appliance during a specified month, is the idea back of the national campaign.

In a communication to Mr. Lloyd, the heating appliance section of the Associated Manufacturers of Electrical Supplies reported that it was the enthusiastic decision of that body to co-operate with the committees appointed by Mr. Lloyd, with particular reference to the concurrent advertising of toasters during March and percolators during April.

"News of the Trade" Continued
on Page 6059

Howard A. Lewis Becomes Refrigerator Sales Executive

Howard A. Lewis, well known to electrical men as one of the outstanding leaders in the field of electrical appliance distribution, has announced his resignation from the McGraw-Hill Company to become director of sales of the Electric Refrigerating Corporation. This is the new holding company that will effect the combination of the Kelvinator Corporation and the Nizer Corporation, both leading manufacturers of electrical refrigerators of Detroit, and the Grand Rapids Refrigerator Company. Mr. Lewis for eight years has been manager of *Electrical Merchandising* and as such, has been a close student of the domestic electrical appliance market and a pioneer thinker in the problems of distribution and resale. With the publication of *Radio Retailing* in 1925, Mr. Lewis as manager of that paper, applied his keen merchandising thinking to the problems of radio distribution.

Mr. Lewis entered the electrical industry on the Pacific coast when just out of Leland Stanford University, in 1910. He joined the old Pacific Electric Heating Company of Ontario, California, later known as the Hotpoint Electric Heating Corporation. In 1911, he came East in charge of the New York district of the company. In 1914, he opened a London office and organized the European business. In 1915, he returned and took over the Chicago office in addition to New York, to which later was added the Canadian company, so that his territory embraced everything east of the Rockies.

With the consolidation of the Hotpoint and Hughes organizations to form the Edison Electric Appliance Company in 1917, Mr. Lewis joined the McGraw-Hill Company; seeing an opportunity to give his energies to the promotion of the better merchandising of electrical appliances at a time when the true possibilities of the market were just beginning to dawn on the manufacturing world. From that time to this he has been one of the shrewdest analysts of the economics of electrical distribution, and one of the most outspoken advocates of efficient resale practice, addressing many audiences and writing many papers on aspects of the problem. During 1919, Mr. Lewis was also business manager of *Electrical World*.

The Fullerton Electric Company, 20 West Seventeenth Street, New York City, announced at a dinner given in co-operation with the Federal Division of the National Lamp Works of G. E., to 165 of its eastern dealers at the Hotel Imperial on December 2, that its present line of industrial lighting units would be broadened to include a complete line of residential fixtures. George J. Chapman of the National Lamp Works, spoke on the subject of the new standard line of incandescent lamps, and T. K. Quinn, also of the National Lamp Works, had for the title of his talk, "What's in It for You?" Other speakers were Paul B. Zimmerman and W. G. McKitterick, both of the National Lamp Works.

The Peerless Electric and Manufacturing Company has announced the purchase from the Bluestone Electrical Company of the interests which this firm held at one time in the former company.



In the intervals of his activities in the field of electrical appliance distribution, Mr. Lewis is applying electrical methods to his farm near Kingston, N. Y. The camera caught him in a moment of comparative calm on the Dutch colonial stoop of his 193-year-old farm house.

Will Judge Radio Playlet on "Electrical Home" Theme

Cosmo Hamilton, famous English novelist and playwright, James H. McGraw, president of the McGraw-Hill Company, publishers of *Electrical Merchandising* and *Radio Retailing*, and B. C. Forbes, editor of *Forbes Magazine* will act as judges in the radio-play contest now being held in conjunction with The New York Edison Hour on WJZ, it is announced by Arthur Williams, vice-president in charge of commercial relations of The New York Edison Company, who is offering \$500 in prizes for the best plays dramatizing the contribution of electricity to modern life.

The radio-play contest, which closed at midnight, December 31, has aroused a great deal of interest.

The Electric Supply & Equipment Company, wholesalers, 278 Broadway, Albany, N. Y., with branches at Elmira and Buffalo, N. Y., and Reading, Scranton, Wilkesbarre and Erie, Pennsylvania, will hold its fourteenth annual convention at the Ten Eyck Hotel, Albany, on Saturday, January 9. On the same day an electrical and radio show will be held for the public in the hotel.

The Chicago Electric Association has taken offices at 30 North Dearborn Street, adjacent to the Chicago Electric Club, whose restaurant and committee rooms will be at the disposal of the former organization. Membership in the Electric Club will automatically carry with it associate membership in the newer association, of which R. Bourke Corcoran is business secretary. Elective offices were filled at the December 17 meeting, with the following results: John F. Gilchrist, president, vice-pres. of the Commonwealth Edison Company; H. L. Monroe, vice-president, district manager, General Electric Company; E. J. Doyle, treasurer, Commonwealth Edison Company; A. A. Gray, secretary, president, A. A. Gray & Company.

National Carbon Company Elects Paul P. Huffard Vice-President

The National Carbon Company, 30 E. 42nd Street, New York City, has announced through W. J. Knapp, president, the election of Paul P. Huffard as vice-president and general manager.

Mr. Huffard began his career in 1905 at the electro-metallurgical works at Kanawha Falls, Virginia, as chemist, while still a college student. Upon obtaining his degree, he was transferred to the Niagara Falls plant of the Union Carbon and Carbide Company, of which he eventually became superintendent. His first position with the National Carbon Company was works manager of the electrode plants; later, in charge of production of all the National Carbon Company plants. His present advancement places him in charge of all phases of activities of the National Carbon Company and its associated companies, including the National Carbon Company of San Francisco, and the Canadian National Carbon Company, Limited, of Toronto, Canada.

R. V. Pettingell, formerly president of the R. V. Pettingell Electric Supply Company, 51 High St., Boston, Mass., has sold his interest in that company, and is now associated with C. A. Hastings of the Hastings Electric Sales Co., of 42-50 Binford St., Boston, Mass. The new corporation to succeed the Hastings Electric Sales Company is the Hastings-Pettingell Sales Company.

The Manhattan Electrical Supply Co., Inc., has announced the discontinuance of its retail stores at 127 West 125th Street and 110 West Forty-second Street, the location and stock of the latter store having been taken over by the City Radio Company of New York City. This company's wholesale activities will continue to center at 17 Park Place, New York.

The Independent Associated Electrical Contractor Dealers will hold their annual installation on the night of January 13, 1926, at the Hotel Astor, to be followed by a dinner and dance. Tickets may be procured from Albert A. Tuna, 127 East Thirty-fourth Street.

G. J. Klein, president of The Novelty Lighting Corporation, Cleveland, announces that effective January 1, 1926, his company assumed the above name to replace the old name of Novelty Lamp & Shade Company.

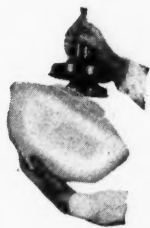
The Northwest Association of Electrical Inspectors is being organized in Washington and Oregon. The first meeting is to be in Portland, January 11 and 12, 1926, at which H. A. Patton, of the Washington Surveying and Rating Bureau, and F. D. Weber of the Oregon Insurance Rating Bureau, Portland, will appear as sponsors for the movement. A constitution modeled after that of the California Association has been drafted to be passed or amended at the January meeting. Further information concerning the organization can be obtained from Mr. Weber, the acting secretary, Box 745, Portland, Oregon.

James H. Betts, of James H. Betts, Inc., was host to his office force at a Thanksgiving dinner which was served right in the factory. Included among the guests were G. L. Alexander of the International General Electric Company, and Warren Tower of Federal Electric of New York.

D. G. Stoddard, formerly of the Peerless Electrical Company, will open an office on January 1 at 102 Metropolitan Life Bldg., Minneapolis, and represent manufacturers of electrical merchandise.

The Edison Electric Appliance Company has announced the appointment of R. W. Turnbull as district salesmanager of the Pacific Coast district, with headquarters at San Francisco.

Devices and Wiring Helps for the Contractor



Safety Screwless Holder Unit

Electrical Merchandising, January, 1926

All sizes of close-up and pendant types of the "Full-O-Lite" safety screwless holder unit are being offered by the Fullerton Electric Company, Inc., 20 West Seventeenth Street, New York City.

The holder is unusually simple in design, the glass being securely and properly held in place without the use of any springs, catches, latches or other devices. It has only one moving part, a sliding sleeve. The canopy is of the screw stem type and it is designed so that it can be dropped down over the entire chain, providing plenty of room for installation and connection. Standard finishes are coin bronze, statuary bronze, mottled green, ivory and white, with special finishes upon order. Intended list price, Type PS, with 10-in. glass globe, \$8; 16-in. globe, \$13.50.



Space Heater

Electrical Merchandising, January, 1926

The Edwin L. Wiegand Company, 422 First Avenue, Pittsburgh, Pa., is announcing an addition to its standard line of Chromalox strip heaters in the form of a new space heater. This new heater was designed to make it possible to produce a heater for general air heating purposes at a better cost. The heater is made in the 24-in. length, designed for 500 watt, 110, 220 or 250-volt use.

Fixture Hanger

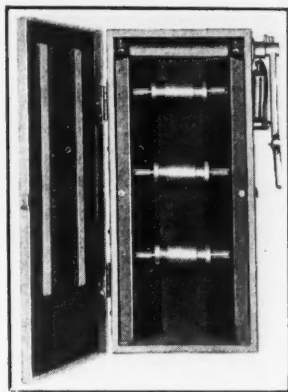
Electrical Merchandising, January, 1926

A new line of hangers known as the "Sol-Lux Junior" for use with "Sol-Lux" globes has been announced by the Westinghouse Electric & Manufacturing Company. These hangers, which will consist of three types, the medium suspension hanger, the mogul suspension hanger and the medium ceiling hanger, have all the features of the "Sol-Lux" hanger and are regularly finished in dull bronze.

Safety Switch

Electrical Merchandising, January, 1926

The elimination of the live fuse terminal is an outstanding feature of the safety switch of the Super-Safety Switch Company, 1219 West 103d Street, Chicago, Ill. This feature is brought about by the combination of a shield of insulating material separating the live parts, with the automatic disconnection of the fuses from electrical connection on the throw of the handle to the "off" position. It is pointed out, therefore, that the switch, which has been approved by the Underwriters, maintains its safety with the door open or closed.



Giant-Size Fuse Puller

Electrical Merchandising, January, 1926

In addition to its present model of fuse puller, a pocket-size tool, the Trico Fuse Manufacturing Company, Milwaukee, Wis., has brought out a new giant-size fuse puller and replacer. The new model is 12 in. long and made with seven laminations of genuine gray horn fibre, securely riveted at all points subject to strain. Designed for use on fuses from 100-600 amp., 250 volts and 60-400 amp., 600 volts.

Outlet Boxes for Cable and Loom

Electrical Merchandising, January, 1926

A new type of "Union" outlet box designed especially for use with armored cable in lath and plaster construction, but which is also adapted for loom, has been placed on the market recently by the Chicago Fuse Mfg. Co., Chicago. It is made in three styles, the shallow box being $\frac{1}{2}$ in. in depth, the medium box $\frac{3}{4}$ in. in depth and the deep box $1\frac{1}{2}$ in. in depth. For new work, all three styles can be equipped with a straight bar hanger or with an offset bar hanger to bring the box flush with the plaster line. For old work, they can be nailed or screwed direct to the lath.

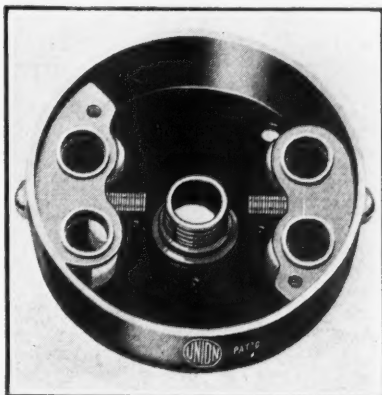


Photo-Electric Cell

Electrical Merchandising, January, 1926

A few of the uses to which the "Phototron"—an alkali metal photo-electric cell—may be put on burglar alarm devices, automatic electric light and sign controls, automatic counting devices, controlling electric circuits through relays, etc. The "Phototron" is manufactured by the Photion Electric Corporation, 247 Park Avenue, New York City. It is sensitive to light in the whole range of the visible spectrum, and responds immediately to variations in light intensity. It will not deteriorate while in use, the manufacturer explains, for it has no wearable parts, and should last indefinitely. It fits the standard radio tube socket. Intended retail price, \$20.

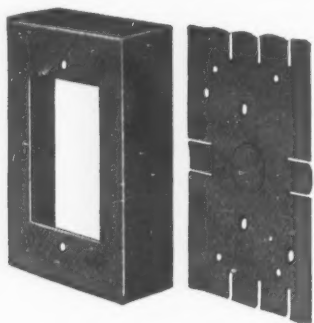


Socket Cover for Extension Light

Electrical Merchandising, January, 1926

Designed primarily as a "safety first" device, the "Protex" portable socket cover has found a very useful field wherever extension lamps are used. It is a distinct improvement, the manufacturer points out, in extension and drop lamps. The holder has no screws or metallic parts, thus insuring the user against short circuits under all conditions. The "Protex" handle is made of rubber compound and is unbreakable. The manufacturer is the Daniel Woodhead Company, 15 North Jefferson Street, Chicago. Intended retail price, including guard and socket, \$2.25.

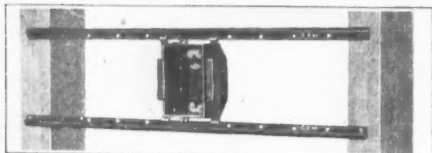
Devices and Wiring Helps for the Contractor



Shallow Surface-Type Switch and Receptacle Box

Electrical Merchandising, January, 1926

Designed to permit Wiremold conduit to be installed close up to door frames, window sash and base boards for shallow surface type switches or receptacle outlets is the No. 5747 fitting brought out by the American Wiremold Company, Hartford, Conn. With the use of a standard blank cover this fitting may be also used as a junction box for parallel runs of Wiremold conduit. It may be had in two and three gangs when so specified.



Switch Box and Support

Electrical Merchandising, January, 1926

The "Gem Locktite Switch Box and Support" is the name of a new combination recently announced by the Chicago Fuse Manufacturing Company, Chicago, Ill. This combination consists of a switch box and two semi-tubular steel bars, the bars being nailed to the stud-ding. Each bar contains a number of nail holes so that it can be mounted regardless of irregularities in the stud-ding and so it may be placed in the desired position.

The combination is furnished with boxes for loom, armored cable, or conduit. The boxes can be ganged together in the same way that is employed for "Gem" sectional switch boxes and any desired number of gangs can be assembled by using standard units or spacers.

Portable Pay-Off Reel for Wire

Electrical Merchandising, January, 1926

To provide convenience for contractors and dealers in handling the usually unwieldy wire, the Reelo Manufacturing Company, 2169 Spring Grove Avenue, Cincinnati, Ohio, has designed a portable pay-off reel. It consists of two concave plates mounted on either side of an adjustable core. The assembly is held together by a wing nut on the axle. The reel turns freely on phosphor bronze bearings mounted at the top of a heavy wire stand. The core is adjustable and accommodates coils of wire of varying diameters. The reel is made to stand on the floor, can be hung on the wall and is easily carried from place to place with one hand as its weight is less than 6 lb. It is also made in a gang of three so that it may be mounted conveniently in a dealer's store. Intended price, \$5; three-gang reel, \$15.

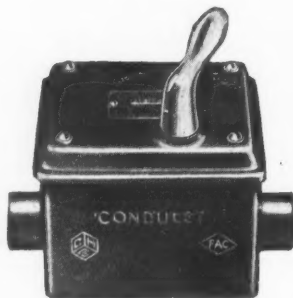
Continued from page 6035

Conduit Fitting With Tumbler Switch

Electrical Merchandising, January, 1926

For use in industrial plants or wherever switches are subjected to unusually severe conditions, the Crouse-Hinds Company, Syracuse, N. Y., has developed a series of Condulets with tumbler switches and with watertight or non-watertight covers.

The series is listed in two ways: with hubs cast solid with the body and with openings which take conduit hub plates. The watertight cover is provided with a handle for externally operating the switch. The non-watertight cover is provided with a rim to protect the switch handle which projects through a slot in the cover. The handle is self-indicating and can be furnished with a luminous finder. The fitting illustrated is Type FAC Condulet with 2-pole tumbler switch and watertight cover.

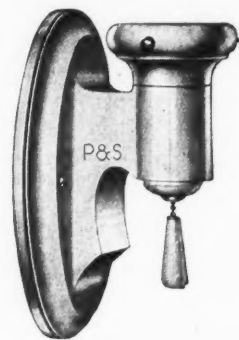
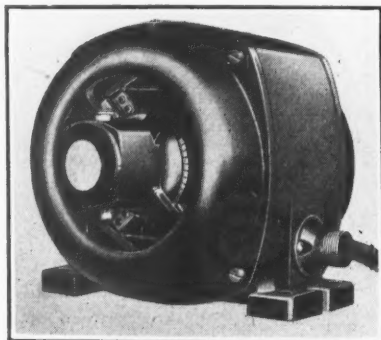


Fractional Hp. Motors

Electrical Merchandising, January, 1926

"B-Line" is the name of the line of new motors now being made by the Brown-Brockmeyer Company, Inc., Norwood Power Building, Dayton, Ohio. At present the motors are made in $\frac{1}{2}$ hp. and $\frac{3}{4}$ hp. sizes but smaller as well as larger sizes are now under development and will be soon ready for the market, the manufacturer announces.

Features of the motors are the cast iron field ring and head covers which provide the proper housing for the field and armature, thereby giving protection to the heart of the motor; one-piece steel core indestructible commutator, recessed to receive the short-circuiting device; use of four brushes, instead of two; bearings with openings at top and bottom through which lubrication contact is made directly with shaft through yarn wicking. The motors are regularly supplied with dual winding for 110 or 220 volt circuit. Intended price, $\frac{1}{2}$ hp., 60-cycle, \$38; $\frac{3}{4}$ hp., \$45.



Bracket-Type Receptacle

Electrical Merchandising, January, 1926

For use as a side wall bracket with flush boxes, Pass & Seymour, Inc., Syracuse, N. Y., have brought out a new bracket type porcelain receptacle which may be had in two styles: No. 844, with porcelain ring for ball lamps and No. 845 with porcelain shade holder for bracket glassware. These receptacles are fitted with rugged pull chain and are $7\frac{1}{2}$ in. long, $3\frac{1}{2}$ in. wide, with a wall-to-lamp center of $3\frac{1}{2}$ in. Practical adapters are furnished for use with stud boxes, loom and BX type boxes as well as adapters for deep boxes.

This receptacle is suggested for use in bathrooms, beauty parlors, barber shops, kitchens, pantries, restaurants, etc.



Single Flush Receptacles

Electrical Merchandising, January, 1926

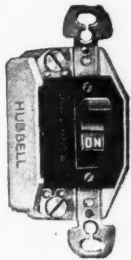
The Rodale Manufacturing Company, 492 Broome Street, New York City, is bringing out a line of single flush receptacles. These receptacles are unusually small and shallow, the manufacturer points out, and are designed to facilitate wiring. They are made of cold-molded composition, of approved construction and of neat design.

Device for Protecting Conduit Threads

Electrical Merchandising, January, 1926

To protect threads at both ends of conduit, the Wedge Thread Protector Company, Cleveland, Ohio, has developed a thread protector which consists of a metal cap slightly tapered and with a shoulder to protect the first thread. A depression running all around the inner end of the cap is so formed that the device cannot be shaken loose. A paper cushion, which comes separately, is placed over the conduit-end and over this the metal cap is driven, either with a blow of the open hand or with a mallet. The protector is placed over the ends of the conduit as soon as the threads are cut, thus protecting them during the subsequent enameling process and during shipment.

Latest Developments Gathered by the Editors



Square-Handle Toggle Switch

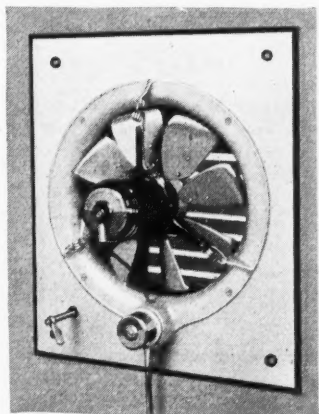
Electrical Merchandising, January, 1926

The new line of square-handle toggle switches made by Harvey Hubbell, Inc., Bridgeport, Conn., are equipped with a new, simplified "lock and release" mechanism. The handle of the switch operates directly on the "lock and release" movement instead of through a secondary member, resulting in an action that is exceptionally smooth and positive, the company explains. The switches are made in single pole, double pole, three-way and four-way types. The single-pole and double-pole switches have an indicating feature on the handle which indicates when the switch is "on" and when it is "off."

Reflectors for 100-Watt Inside Frosted Lamp

Electrical Merchandising, January, 1926

The manufacturers of RLM dome reflectors have published an announcement to the effect that the new 100-watt inside frosted lamp can be used satisfactorily either in the present 14-in. RLM 100 reflector (with socket extension) or in the 12-in. RLM 75 reflector (without socket extension). The socket extension referred to for use with the 14-in. RLM 100 should be of such dimensions as to lower the lamp not more than one inch in the reflector. This usage, it is pointed out, will insure the RLM distribution curve. Such extensions are being made available at a low price.



Permanent Wall Fixture for Ventilating Fan

Electrical Merchandising, January, 1926

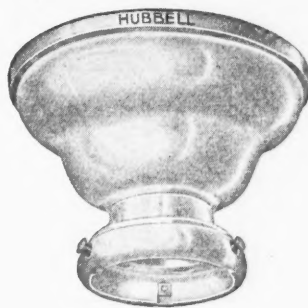
As a permanent receptacle for the reversible "Ventura" ventilating fan, the American Blower Company, Detroit, Mich., has designed a wall fixture consisting of a box or sleeve which is built into the wall while the house is under construction or by making the necessary opening in houses already built. The opening required is 14½ in. wide by 17½ in. high. The inside plate is white porcelain enameled and is mounted on the wall in the kitchen. To this plate the fan is attached.

All-Porcelain Ceiling Receptacles

Electrical Merchandising, January, 1926

Both pull and keyless types may be had in the new all-porcelain ceiling receptacles brought out by Harvey Hubbell, Inc., Bridgeport, Conn., with 2½-in. porcelain shade holders and with porcelain rings without shade holders. The rings and shade holders are interchangeable. The receptacles are made of clear white porcelain, and are suitable for 3½-in. and 4-in. outlet boxes.

Each receptacle is a compact unit consisting of cover, interior and shade holder or ring. It is quickly and easily assembled or disassembled by screwing on or unscrewing the shade holder or ring.



Duplex Receptacles

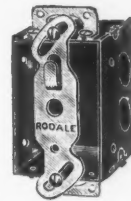
Electrical Merchandising, January, 1926

Announcement is being made by the Rodale Manufacturing Company, 492 Broome Street, New York City, of a line of duplex receptacles, which are of approved construction of good design. The contact is of heavy phosphor bronze and the snap of the contact, the manufacturer explains, is made as perfect as possible. The receptacles are made of cold-molded composition of high dielectric strength.

Automatic Blow Torch

Electrical Merchandising, January, 1926

The Lenk Manufacturing Company, 36 Merrimac Street, Boston, Mass., is bringing out a new blow torch, No. 30, which is made to operate about three hours on one filling. It has a detachable shield to protect the blast from drafts in outdoor work. The over-all size is 7 in. x 3½ in. and the diameter of the tank is 2 in. All parts are interchangeable. This new "Champion No. 30" torch blows itself, the manufacturer points out, and starts in 2 seconds. Its intended list price is \$3.



Cross Bar

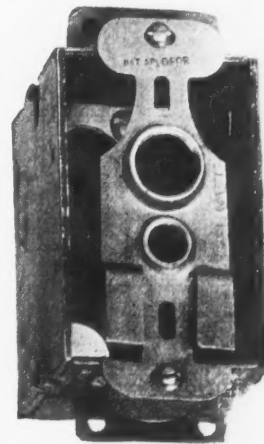
Electrical Merchandising, January, 1926

The Rodale Manufacturing Company, 492 Broome Street, New York City, is bringing out a new cross bar for all types of wall bracket boxes. A new feature has been designed which will enable this bar to be used on any type box, such as Gem, 3-in., pancake, etc., thus saving much time and expense in wiring wall brackets.

Safety Entrance Box

Electrical Merchandising, January, 1926

No breakable insulation is used in the construction of the American unit-type safety entrance box, its manufacturer, the American Electric Switch Company, Minerva, Ohio, points out. It has no concentric or combination knockouts but has eight ½-in. loom knockouts, eight ¾-in. conduit knockouts, five 1-in. conduit knockouts, three 1½-in. conduit knockouts, one 1½-in. conduit knockout two trough twistouts and removable shutter in top for meter. A feature of its design is the card holder for the contractor's name and address. It measures 10 in. long, 10 in. wide and 3½ in. deep. The finish is dull black rubberized.



Combination Bracket Hanger

Electrical Merchandising, January, 1926

A combination wall bracket hanger that can be used on various wall boxes such as Gem X, switch, stud, 3-in. or pancake boxes, with additional advantages of double hook and ½ and ¾-in. pipe-threaded holes, is being marketed by the B. & L. Metal Stamping Company, 159 Jamaica Avenue, Brooklyn, N. Y. The illustration shows the device used on a switch box. The other oblong holes are spaced so that two holes will fit any one of the wall boxes mentioned for brackets. The hanger can also be turned over to the other side or reversed upper end downward to suit various requirements.

That The Hoover practically always wins in competitive tests with other cleaners is conclusive evidence of its leadership.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest maker of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario



Chicago Electric Club Elects Officers

At the Dec. 8 meeting of the Electric Club of Chicago, the following officers were elected:

President: J. N. Pierce, president, Pierce Electric Company; **first vice-president:** Thos. C. Russell, president, Russell Electric Company; **second vice-president:** W. O. Batchelder, assistant district manager, General Electric Company; **secretary:** Jesse E. Lauderdale, city sales manager, Curtis Lighting, Inc.; **treasurer:** Scott Long, Westinghouse Electric Company; **trustees:** one year—A. A. Guardia, sales manager, Pelouse Manufacturing Company; two years—N. G. Symonds, district manager, Westinghouse Electric Company; three years—E. W. Lloyd, general contract agent, Commonwealth Edison Company; **directors:** Scott Brown, vice-president, Illinois Power & Light Corporation; George Hughes, president, Edison Electric Appliance Company; H. M. Lytle, vice-president, Chicago Rapid Transit Company; John M. Redell, (radio section) Chicago manager, Hartsell Sales Company; Samuel R. Todd, president, 1925.

New York and Queens Entertains Contractors

The New York & Queens Electric Light & Power Company on December 10, gave its annual dinner to the Watt Hour Club. This annual dinner is also the get-together meeting of the officials of the lighting company and of the contractors who make up the membership of the Watt Hour Club.

G. E. to Manufacture in St. Louis

Gerard Swope, president of the General Electric Company, has announced that the company has definitely decided to purchase a site for a manufacturing establishment in the City of St. Louis, aggregating about 155 acres, of which all but 11 acres are within the city limits of St. Louis, the balance lying just beyond the city limits in St. Louis County.

Manufacturers' Activities

Allis-Chalmers Mfg. Company opened a branch sales office at 1108 Post Dispatch Building, Houston, Texas. R. I. Moore will be in charge.

The Delco-Light Company at Dayton, Ohio, manufacturer of Frigidaire and other Delco-Light products, has announced the establishment of a Public Utilities Division, with Mr. Wm. R. Winans in charge, at 285 Madison Ave., New York City. A corps of men trained in public utilities service will be associated with Mr. Winans in the work at the New York office.

Steffen A. Brown, formerly of the Leland Electric Company, and E. W. Brockmeyer, former chief engineer of the Master Electric Company, have organized the Brown-

Brockmeyer Company, Inc., at Dayton, Ohio. The new company is engaged in the manufacture of "B-Line" motors in $\frac{1}{2}$ and $\frac{3}{4}$ hp. sizes. Other motors in smaller as well as larger sizes are now under development and will be ready for the market shortly.

Markel Lighting Fittings, Inc., has closed its New York offices and warehouse in accordance with a plan to merchandise goods of its own manufacture through distributors. Communications intended for this company should be sent to the Buffalo office, 41-45 East Eagle Street.

The Westinghouse Electric and Manufacturing Company has announced through E. D. Kilburn, vice-president, that the industrial heating section has been divided into three divisions, and a manager appointed for each. W. S. Scott has been appointed special representative with particular reference to general problems, R. H. MacGillivray has been appointed manager of the commercial cooking section, M. R. Armstrong, of the industrial heating appliance section, and E. A. Hurme of the electric furnace section.

The Servel Corporation has announced the expansion of its quarters in the Vanderbilt Avenue Building, and the removal to the New York office of the accounting department, formerly located at the plant at Evansville, Indiana.

The Simplex Wire & Cable Company, Boston, Mass., has opened a branch office in the Lew Building, St. Augustine, Florida. F. H. Pettie will be manager of the new office.

The Western Electric Company, Inc., has opened a branch office and a 7,000-sq. ft. storage plant at 50-52 Portland Street, Worcester, Mass. W. A. Searle has been appointed manager.

New Appointments— New Jobs

The Square D Company, manufacturer of safety switches, has announced the appointment of Wm. H. Freeman, Jr., as representative in the state of Florida, with Daytona Beach as headquarters, and the assignment of F. J. Holzhauer to the Columbus office, replacing J. R. Swihart who has been transferred to the Pittsburgh office, 613 Bessemer Building. H. W. Wharton is now with the New York sales organization, at 441 Lexington Avenue, and S. A. Rapier, with offices at 30 Church St., New York, is now export manager.

C. C. Smith ("Pat" Smith of Walter Camp's All-American football fame), is now a member of the Square D Company's sales organization and is located at 613 Bessemer Building, Pittsburgh, Pa.

W. S. Etheridge, formerly assistant sales manager of the Edison Electric Appliance Company, Chicago, is now general sales manager of the Hamilton Beach Mfg. Co., Racine, Wis.

The Western Electric Company has announced the appointment of E. P. McGrath

as sales manager of its Brooklyn supply house. Mr. McGrath succeeds W. D. Koch, who has been transferred to the sales department of the Western Electric Boston supply house.

Frederick V. Lindsey has been appointed sales manager of resistance materials by the Driver-Harris Company. Mr. Lindsey has been identified with the manufacture of nickel and nickel alloys for a great many years, having been vice-president and secretary of the Electrical Alloy Company previous to its purchase by Driver-Harris Company. His efforts will be concentrated in his new appointment on the manufacture and sale of "Nichrome" for industrial and domestic applications.

The Condit Electrical Manufacturing Corporation of Boston, has announced that its New York representative, the F. W. Nason Company, has appointed Allen Ashley and G. E. Schultz as special representatives, with headquarters at 105 West Fortieth Street, New York, N. Y.

The Chicago Fuse Mfg. Company announces the appointment of F. L. Williamson as eastern sales manager, with headquarters at 71 Murray Street, New York City. Mr. Williamson's supervision will extend over the New England States, eastern New York, New Jersey, eastern Pennsylvania, Delaware, Maryland, District of Columbia and Virginia.

Edw. I. Pratt has resigned from the Kellogg Company and is now associated with the Bryant Electric Company of Bridgeport, Connecticut.

Clifford G. Hillier, for three years manager of the Boston merchandising sales department of the Westinghouse Electric and Manufacturing Company, has been appointed manager of the receiver section in the Westinghouse radio department with headquarters at 150 Broadway, New York City.

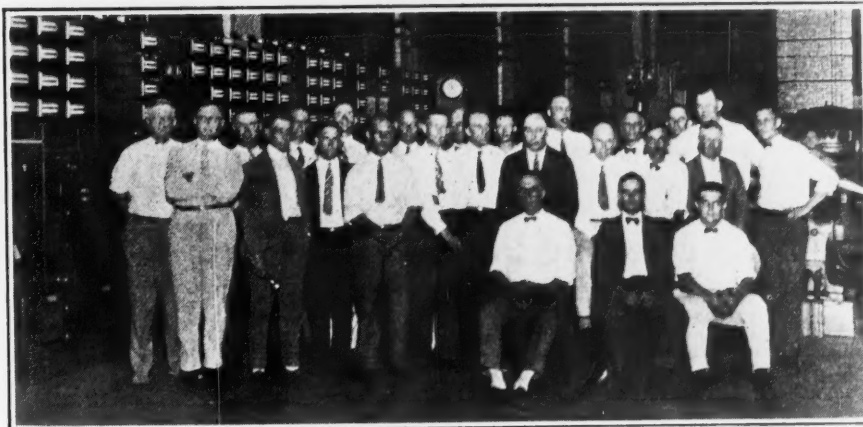
R. R. Wason, formerly sales manager of the A. S. Boyle Company, has been appointed director of merchandising of the Procter and Collier Company, advertising agency.

The Chicago Fuse Manufacturing Company, Fifteenth and Laflin Streets, Chicago, has appointed Lowell C. Noyes district sales manager in charge of the Chicago territory.

They Have Moved

The Delco-Light Company, Dayton, Ohio, manufacturers of Frigidaire and other Delco-Light products, will move its company offices about January 1, from the present location on Taylor Street, in Dayton, to the new Third National Building, in the heart of Dayton's downtown business district. The Delco Light Company has also already put into operation the large Moraine plant six miles south of Dayton.

The Electrical Service & Supply Company of Berlin, N. H., has changed its name to Stahl's Electrical Stores, and will move into larger quarters on January 1. At its new location, it will sell portables and appliances only.



Memphis League Men Backing Red Seal

Members of the Memphis, Tennessee, Electric League which voted \$6,000 to carry on the Red Seal plan in Memphis. Included in the group are Joseph A. Fowler, President of the Society of Electricians International; H. G. Mac-

Murchey, Chairman of the Committee; Howard Johnson, President of the Local League; J. J. Brennan, Secretary, and Ray V. Sutcliffe, Associate Editor of *Electrical Merchandising*. This was central station night for the league members.



MORE NATIONAL ADVERTISING for 1926

More ads — bigger ads — better ads in all the important national magazines. 13 pages in the Saturday Evening Post — 2 2-color spreads and 9 black and white sheets. Page ads in Liberty, and striking displays in Good Housekeeping, Ladies Home Journal, Woman's Home Companion, Pictorial Review, and Sunset.

A Greater Newspaper Schedule and An Increase in Billboards!

If you are not a Premier Duplex dealer already, start the year right — become one! Write today for full details on the valuable franchise which puts you in touch with the biggest profits in the electric vacuum cleaner market.

Premier Duplex

ELECTRIC VACUUM CLEANING CO., INC.
Cleveland, Ohio

Manufactured and distributed in Canada by the Premier Vacuum Cleaner Company, Ltd., Toronto, and also distributed by the Canadian General Electric Company, Ltd., General Offices, Toronto.

5 Other Selling Points

1—It sells quickly!

Its double-action efficiency, powerful suction and motor-driven brush — its ball bearing motor and brush which need no oiling and last a lifetime — make quick sales.

2—It requires little servicing!

3—It carries a generous trade-in allowance!

4—It is part of a large sales-organization!

5—It yields large profits!

"Dealer Helps" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty
Aids Offered to Help the Dealer Get More Business

Lighting Information Pamphlets

"Night Lighting for Outdoor Sports," a new bulletin issued by the engineering department of the National Lamp Works, Nela Park, Cleveland, Ohio, contains recommendations for lighting fields and areas for outdoor sports. Drawings tell how lights should be placed for tennis courts, swimming pools, bowling rinks, hockey rinks, volley ball courts, roque and tennis courts, horseshoe pitching pits, race tracks, bathing beaches, football and baseball fields and trap shooting ranges.

Many other bulletins may be had on lighting subjects, including "Electrical Advertising—Its Forms, Characteristics and Design," "Hotel Lighting," "Better Electric Lighting in the Home," "Lighting Designs for Stores," etc. All the bulletins and booklets are listed in a folder which may be obtained from the engineering department of the National Lamp Works.

Tests of a Vacuum Cleaner

Many women prospects for an electric cleaner become confused by the mass of sales material that is poured in upon them by the various salesmen who are endeavoring to land the sale. The result is, that the woman takes the statements each salesman makes "with a grain of salt" but is at a loss how to find out for herself the truth of each claim.

Anticipating this situation, the P. A. Geier Company, of Cleveland, Ohio, has pointed out in "Royal Sales Methods"—a new 40-page sales manual on the "Royal" cleaner, nine tests which a woman may herself apply to any vacuum cleaner and judge for herself its worth to her.

Test No. 1—Surface cleaning.

Test No. 2—Embedded dirt.

Test No. 3—Cleaning harmlessly. Examine the contents of the dust bag. If it shows a large percentage of fluffy lint, the cleaner is destroying the nap of the rug and is not cleaning harmlessly.

Test No. 4—Cleaning bare surfaces. Rub a cloth over a bare floor after

using the cleaner. If the cloth shows dust or dirt, the cleaner is not a success.

Test No. 5—Adjustable for all conditions—to clean thick or thin rugs.

Test No. 6—Rapid cleaning.

Test No. 7—Durability. Examine the oiling system and bearings.

Test No. 8—Attachments. A good cleaner should clean everything.

Test No. 9—Guarantee. Is the cleaner thoroughly guaranteed by a responsible company and does the guarantee include every part of the machine?

Helpful to All

While written primarily for those selling the "Royal" cleaner, there is much valuable material in the manual for any dealer or salesman in the electrical appliance field. Chapters on the art of demonstrating, on the structure and care of rugs, and the half-dozen pages of practical hints contributed by some eighteen successful salesmen who are in the employ of "Royal" dealers in various parts of the country, give the book both interest and value.



Illustrating Light By Comparison

The difference between ordinary lighting and lighting with a daylight screen, a feature of the "Emeralite," is well brought out in the counter display of H. G. McFadden & Company, 38 Warren Street, New York City. This display, together with other displays, mailing cards, window transparency and printed matter are free to the dealer.

6061

Movie Shows How to Get More Lamp Business

How a dealer can increase his entire lamp business by properly merchandising lamps with the aid of the manufacturer's displays and advertising material is told graphically in a motion picture film, "The Light Brigade," prepared by the Westinghouse Lamp Company, 150 Broadway, New York City.

This film is in combination cartoon and photographic style and is being shown at meetings of wholesale and retail electrical dealers and central stations all over the country. The cast consists of cartooned lamps, representing General More Sales, Colonel Sign, Colonel Window Display, Major Direct Mail, Major Newspaper Ad, Captain Lamp Demonstrator and Lieutenant E Contract.

Photographic views of the lamp factories open the film, showing cartooned lamp figures emerging from the exits. The lamps tell how far one day's output would reach, end to end, and while they are demonstrating this by lying down on the job, General More Sales and his staff come along and order them to get busy.

The activities of the General and his officers are then recounted, including the placing of Colonel Sign, the magic work of Colonel Window Display, the efforts of Major Direct Mail, Major Newspaper Ad, Captain Lamp Demonstrator and his squad of lamps, and Lieutenant E Contract, who proves to the superintendent of a poorly-lighted factory that bad lighting causes spoilage and slows down production. The staff finally returns to the conference tent with the profits made and General More Sales orders them distributed to the dealers who earned them.

The Standard Electric Stove Company, Toledo, Ohio, has available for dealers' use door signs, road signs, window and street car cards. The road sign has a space for the dealer's address.

"Electrical Merchandising's"

1926 Survey of Fans and Sales Helps

Continued from Page 6030

DIRECT CURRENT

12-in., non-oscill., 3-speed	\$23
12-in., oscill., 3-speed	\$30
16-in., oscill., 3-speed	\$35
56-in., ceiling fan, 3-speed	\$52
12-in., ventilating fan, 3-speed	\$29
16-in., ventilating fan, 3-speed	\$33

DEALER HELPS

Complete consumer catalog, booklets, folders, enclosures, 3 ft. x 6 ft. window-display material, electros for advertisements.

Westinghouse Electric & Manufacturing Company

Springfield, Mass.

"Whirlwind" fan, universal motor, black\$7.50

ALTERNATING CURRENT

36-in., ceiling fan, black\$42.50

ALTERNATING OR DIRECT CURRENT

10-in., non-oscill., 3-speed, black or ivory	\$12.50
10-in., oscill., 3-speed, black or ivory	\$16.50, \$18.50
12-in., non-oscill., 3-speed, black	\$23.50, \$24.50, \$25
12-in., oscill., 3-speed black	\$30, \$31.50
16-in., oscill., 3-speed, black	\$35, \$36.50
16-in., oscill., fan for ceiling	\$45
12-in., exhaust, horiz. deliv. single-speed, black	\$29, \$30, \$30.50
12-in., exhaust, vertical, deliv., single-speed, black	\$29
16-in., exhaust, horiz. deliv., single-speed, black	\$33, \$34, \$34.50
16-in., exhaust vertical deliv., single-speed, black	\$33
56-in., ceiling fan, mahogany	\$52, \$54, \$55
12-in., gyrating, ceiling type, black	\$45

Fans also come with series motors. Speed regulators provided for exhaust fans.

DEALER HELPS

Dealer 1926 catalog, newspaper mats, with place for dealer's imprint, folders with imprint space, miniature catalog, window displays, blotters, and signs.

Western Electric Company, Inc.

New York City

ALTERNATING CURRENT FANS

8-in., non-oscillating.
8-in. universal, non-oscillating.
10-in. non-oscillating.
10-in. oscillating.
12-in. non-oscillating.
12-in. oscillating.
16-in. oscillating.
12-in. ventilating.
16-in. ventilating.
36-in. ceiling fan.
56-in. ceiling fan.

DIRECT CURRENT FANS

8-in., universal, non-oscillating.
10-in. non-oscillating.
10-in. oscillating.
12-in. non-oscillating.
12-in. oscillating.
16-in. oscillating.
12-in. ventilating.
16-in. ventilating.
56-in. ceiling fan.

DEALER HELPS

1926 fan manual, showing complete line of dealer helps.

The Retail System of Inventory

Continued from Page 6031

All merchandise is presumably plainly marked at selling prices. All that is necessary is to count and check it, then list the quantities and prices on any convenient form—and multiply and add.

So much for the theory and method of retail inventorying. Now as to *valuation*. Naturally, if a merchant has been careless or timid, or worse, in reducing his selling prices on merchandise in stock that has not or is not moving at the price marked, he should not inventory at such prices. Otherwise he is "kidding" himself or his creditors. As stated before, an article is only *worth* what it will *bring*, and should be inventoried accordingly.

The time for such reduction is when the sale of an article shows signs of *slowing up*, but if this has not been done, it certainly should be before inventory.

An inventory is of value in the proportion that it accurately reflects the actual condition of the stock at the time.

Note—This method of inventorying can be used by a wholesaler as advantageously as a retailer, because it is *inventorying at selling prices*, not necessarily at *retail prices*.

Where to Buy the Lamps and Gifts on Pages

6042-6043

H. G. McFaddin & Company, 38 Warren Street, New York City—metal lamp with glass shade.

Gruber Bros., 392 Broadway, New York City—lantern torchere.

Norman Hawthorne, 225 Fifth Avenue, New York City—Early American bridge lamp with chintz shade.

Kanne & Besant, 211 East Forty-fifth Street, New York City—floor lamp with hat-box shade and two-light Directoire lamp.

George Donovan, 200 Fifth Avenue, New York City—glass candlestick lamp and shade and amber glass lamp with parchment shade.

Mary Ryan, 225 Fifth Avenue, New York City—ship picture, pottery cat and magazine rack.

Bush Terminal Sales Building, Art and Gift Division, 130 West Forty-second Street, New York City—framed relief map.

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Silvray Company, 103 Park Avenue, New York City—double-action floor lamp.

Lightolier Company, 569 Broadway, New York City—floor lamp.

Art Colony Industries, 34 Union Square, New York City—pottery-figure lamp and brass lamp with silk shade.

Crucet Manufacturing Company, 18 West Twenty-third Street, New York City—wall clock.

Mary Ryan, 225 Fifth Avenue, New York City—Florentine leather picture frame.

Kanne & Besant, 211 East Forty-fifth Street, New York City—student's lamp.

Bush Terminal Sales Building, Art and Gift Division, 130 West Forty-second Street, New York City—first, second and fourth lamps from right at bottom of page.

George F. Little, 225 Fifth Avenue, New York City—small pottery lamp, second from left at bottom of page.